

**Pisgah Church Road/Lees Chapel Road
Corridor Study
Greensboro, NC**

June 1996

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Acknowledgements

The authors of this report wish to express our great thanks for the professional and helpful assistance of Mr. Charles Mortimore, Director of City Planning, and to the members of his staff. We are most specially indebted to Mr. Bill Ruska and Mr. Tom Martin for supplying zoning case histories, to Mr. Art Davis and Mrs. Sharon Puryear for providing necessary demographic data, to Mr. Craig McKinney of the Transportation Department for making available transportation information, to Mr. Darwin Miller for supplying detailed sites for new residential construction, and to Mrs. Sharon Puryear and Mr. Todd Hayes for preparing finished maps needed in this study.

We are also very appreciative of the excellent research assistance provided by Mrs. Anna Readling, a graduate in Geography and Urban Planning from the University of North Carolina at Greensboro.

EXECUTIVE SUMMARY

I. PURPOSE

The Pisgah Church Road/Lees Chapel Road Corridor is a largely residential corridor that has seen many changes throughout the 1980s and 1990s. The rapid growth of the commercial centers at the Lawndale Drive and Elm Street intersections and the large-scale residential development in the Lake Jeanette region have all acted to increase traffic and development pressures in the Corridor. The proposed outer loop that will parallel the Pisgah Church Road/Lees Chapel Road Corridor to the north will exacerbate these pressures and, thus provides a clear rationale for the need to conduct a comprehensive corridor-based inventory of the area.

The purpose of this study is to establish a citizen-centered strategic land corridor inventory and provide recommendations relating to land use activities that provide a sound policy framework for the subsequent adoption of plans and ordinances and a broad-based rationale for city council and planning staff decision-making. Recommendations relating to future growth strategies for the Corridor are based on citizen feedback at a series of town hall meetings and consultation with city planners, developers and numerous citizens. This study hopes to encourage future land use patterns that are compatible with community needs, while minimizing the disruption to the natural and human environment. This study focuses on the Pisgah Church Road/Lees Chapel Road Corridor in North Greensboro with the underlying assumption that the corridor is essentially a scenic residentially-based urban corridor interrupted by a limited number of commercial business nodes at key strategic intersections along the roadway.

limited number of commercial business nodes at key strategic intersections along the roadway.

In this corridor study, the actual boundaries that delimit the Pisgah Church Road/Lees Chapel Road Corridor vary depending on the level of analysis to be undertaken. The **roadway-based land corridor** is defined as all land parcels within 1,500 feet either side of the right-of-way.

An examination of existing land use/zoning patterns indicate that just over 85 percent of the overall Corridor (or nearly 1,900 acres) is zoned either single-family or multi-family residential. Only 5 percent (120 acres) of total acreage in the land corridor has been rezoned since 1985, a clear indication of the overall long-term stability of land use patterns in the area.

Sub-corridors were developed for the Corridor on the basis of differences in major land uses along Pisgah Church Road/Lees Chapel Road and these four sub-corridors are as follows:

- Battleground Avenue to Braxton Lane East--a mixed residential/retail/office area
- Braxton Lane East to Bell Orchard Drive/Baylor Street--a purely residential area
- Bell Orchard Drive/Baylor Street to Church Street/Wind Road--a mixed residential/commercial area
- Church Street/Wind Road to Scott Road Avenue--a mixed residential/agricultural/industrial area

II. ANALYSIS

At the western end of the land corridor, the Battleground Avenue-Braxton Lane East sub-corridor consists of two substantial commercial districts clustered around the Pisgah Church Road/Battleground Avenue and Pisgah Church Road/Lawndale Drive intersections. Over one-half (52.4%) of all commercially-zoned land in the entire Pisgah Church Road/Lees Chapel Road Corridor is located around the two aforementioned intersections. Further east, the Braxton Lane East-Bell Orchard Drive/Baylor Street sub-corridor is exclusively zoned residential with a mix of single-family and multi-family residential units similar to the overall Corridor. Because of the substantial land use changes that have occurred at the Elm Street/Pisgah Church Road intersection in recent years, the centrally-located Bell Orchard Drive/Baylor Street-Church Street/Wind Road Sub-Corridor is the most dynamically changing sub-corridor in the area. However, although the most dramatic land use changes in the sub-corridor have involved commercial activity, over 80 percent (201.9 acres) of the sub-corridor is currently zoned residential. To the eastern end of the corridor, the Church Street/Wind Road-Scott Road sub-corridor accounts for nearly half the entire Pisgah Church Road/Lees Chapel Road Corridor in terms of total acreage. Over three-quarters of the sub-corridor is zoned single-family residential. The landscape is more rural and bucolic north of Lees Chapel Road and overall residential densities are lower.

In 1995, the census tracts surrounding the corridor contained nearly 22,500 people, representing over 11 percent of the population of Greensboro. The 1980s was a period of rather

rapid growth for this area. Nearly 3,900 people were added to the population, for a gain of 22 percent. There was an additional increase in the area of about 600 residents, or nearly three percent, between 1990 and 1995.

Approximately 60 percent of the occupied units are inhabited by the owners, compared to 54 percent for the city. During the 1980s, the number of owner-occupied units rose by almost 1,100, or 25 percent, whereas renter-occupied units grew by nearly 1,500, or 67 percent. Thus, the proportion of units being owner-occupied declined during this period.

In 1990, the average value of owner-occupied housing units in the area was over \$116,000, compared to just over \$100,000 for the city. Average 1990 values varied greatly within the area, however, ranging from \$57,000 at the eastern end of the corridor to \$219,000 in the area between Willoughby Boulevard and Church Street. The range in mean household incomes varied from the upper \$20,000s at the eastern end of the corridor to the mid-\$60,000s in the Irving Park area.

In 1995, traffic volume along Pisgah Church Road and Lees Chapel Road varied from a high of 25,400 vehicles per day to the east of the Pisgah Church Road/Lawndale Drive intersection to a low of 7,600 vehicles at the Lees Chapel Road/Yanceyville Street intersection in the eastern end of the corridor.

From 1985 to 1995, traffic volume on Pisgah Church Road has more than doubled between Willoughby Boulevard and Church Street as well as along Lees Chapel Road, and it is estimated that traffic volume in this area will continue to rapidly increase in the near future. Since

1993, traffic volume along Lawndale Drive near the Fresh Market has jumped significantly from 16,400 to 24,400 vehicles per day in 1995. Similarly, traffic volume on Elm Street at Pisgah Church Road has nearly tripled since 1993 going from 3,800 to 10,300 vehicles per day by 1995.

Perhaps the greatest relative change in traffic volume as a consequence of the outer loop will occur along Yanceyville Street between Lees Chapel Road and the proposed beltway intersection to the immediate north. In 1995, traffic volume along this segment of Yanceyville Street was 3,700 vehicles per day. By 2015, the North Carolina Department of Transportation estimates traffic volume at 14,400 vehicles per day--almost a quadrupling of present day traffic volume.

The most dangerous intersections along the Corridor were Battleground Avenue/Pisgah Church Road and Lawndale Drive/Pisgah Church Road. From 1992 to 1995, the Battleground Avenue/Pisgah Church Road intersection had 84 accidents and nearly \$200,000 in damages. However, the Lawndale Drive/Pisgah Church Road intersection reported higher total damages (\$235,000), a higher total number of involved vehicles (186) and more injuries (63) than did the Battleground Avenue junction.

The most significant center of commercial activity in the Pisgah Church Road/Lees Chapel Road Corridor is at, or close to, the Lawndale Drive/Pisgah Church Road intersection which has over 250,000 square feet of gross leasable area largely in retail and office activities.

III. KEY RECOMMENDATIONS

The following key recommendations relating to the future growth strategies for the Corridor are based on citizen feedback through a series of town hall meetings, written comments from the public at-large and consultation with city planners, developers, and neighborhood associations.

1. CORRIDOR-WIDE

a. The Pisgah Church Road/Lees Chapel Road Corridor should be given a Scenic Corridor Overlay Zoning District designation.

This includes sign controls, landscaping requirements, revised land use controls, and street planting requirements among other things.

b. Tree-lined Median.

A grassed, tree-lined median with curbing should be constructed similar to Bryan Boulevard between Benjamin Parkway and Holden Road, from just west of Normandy Road to Baylor Street and along Lees Chapel Road between Wind Road and Yanceyville Road. The median should be interrupted to include deceleration lanes and crossover points at each major street intersection.

c. Beautification Projects

The planning staff should explore the possibility of constructing scenic entryways to the Scenic Corridor at Pisgah Church Road and Battleground Avenue and at Lees Chapel Road and Ashdale.

d. The city should establish stricter screening requirements for commercial and office districts adjoining residentially-zoned land.

e. Traffic Management and Traffic 'Calming' Devices

The speed limit should not exceed 35 miles per hour between Battleground Avenue and Scott Road, and these limits should be strictly enforced.

The tree-lined median should create a more visually-pleasing environment that could act to 'calm' traffic in terms of speeding, reduce glare from on-coming headlights at night, and reduce the probability of head-on collisions, thus greatly enhancing public safety.

2. SUB-CORRIDOR

a. Battleground Avenue to Braxton Lane East

1. There needs to be a strict zoning policy between Martinsville Road and Battleground Avenue Road with zero tolerance for commercial rezonings.
2. Braxton Lane West should be reopened to allow east-bound Pisgah Church Road traffic access to Lawndale Drive going south to avoid the highly congested Pisgah Church Road/Lawndale Drive intersection. The intersection should be physically re-configured to maximize the distance between Martinsville Road and Braxton Lane West.
3. A new street needs to be constructed between Lawndale Drive immediately north of St. Francis Episcopal Church Street and Pisgah Church Road one lot east of

Braxton Lane East to alleviate traffic at the Pisgah Church Road/Lawndale Drive intersection.

4. Residential zoning should be maintained for all property east of Braxton Lane East.

b. Braxton Lane East to Bell Orchard Drive/Baylor Street

1. The residential nature and mix of single-family and multi-family housing should be maintained, as should the diversity of housing values.
2. A high-value, single-family residential area should be developed north of Pisgah Church Road along and near the proposed Willoughby Boulevard Extension.
3. The Sheridan Road Neighborhood Park should be enhanced and land purchased to expand the park to Pisgah Church Road.

c. Bell Orchard Drive/Baylor Street to Church Street/Wind Road

1. Given the numerous rezoning requests for a congregate care home facility in the Corridor, the City of Greensboro should encourage prospective clients to consider the abandoned nursing home at Bell Orchard Drive and Pisgah Church Road for adaptive reuse. Other potential adaptive reuses could include a day care facility.
2. The Pisgah Church Road/Elm Street intersection should continue to diversify as a commercial node **WITHOUT** strip development.
3. North Elm Street north of Pisgah Church Road to the Villages of Lake Jeanette entryway should meet the same Scenic Corridor regulations as Pisgah Church

Road. No commercial development should be allowed north of the current CU-LB (Limited Business) district.

4. The county island of jurisdiction north of McDonalds and west of Elm Street should be annexed into the city and left as a natural habitat.
5. The county island of jurisdiction north of Pisgah Church Road and east of Elm Street should also be annexed into the city. The City should encourage the infilling of this area with low-to-moderate-value housing or Limited Office development along Scott Roadsdales Road.
6. All land along the north side of Pisgah Church Road between First Citizens Bank at Elm Street and the gasoline station at Church Street should be rezoned moderate density, multi-family and/or Limited Office (LO) District in large tract development.
7. An affordable (\$70,000-\$100,000) residential planned unit development following neo-traditional town plan principles (i.e., narrower streets, few cul-de-sacs, common open spaces, sidewalks, corner store, mix of home types, smaller lots, curbside trees, recreational facilities, etc.) should be developed along the south side of Pisgah Church Road between the commercial zoning districts, which include Harris-Teeter at Elm Street and Auto Zone near Church Street.
8. The City should encourage the Church Street Crossing Center owner to beautify the parking lot by introducing tree-lined medians and street furniture, such as at

Friendly Shopping Center. The outlying parcels of land, especially the former Welch's Produce Store on the southeast corner of Pisgah Church Road and Church Street, should be more aggressively marketed for consumer services, such as a full-service restaurant, a K&W/J&S-type cafeteria, a branch bank, a video rental store, etc.

d. Church Street/Wind Road to Scott Road

1. Most of this sub-corridor should be developed as a mix of single-family and multi-family housing. The rolling topography and bucolic rural landscape behind the residences north of Lees Chapel Road should be preserved wherever possible.
2. The area immediately east of the Duke Power right-of-way and south of Lees Chapel Road (within the 1,500-foot corridor) should be maintained as moderate-density multi-family residential land use.
3. The Lees Chapel Road/Yanceyville Street intersection should be developed as a mixed moderate-density single and multi-family residential node with the current commercial zoning to remain. Multi-family residential zoning should be introduced at the northeast corner lot to preserve the residential nature of this sub-corridor, although an assisted-living residential complex might also be desirable.
4. The southeast corner of the Lees Chapel Road/Yanceyville Street intersection should be maintained as single-family residential to match the surrounding neighborhood.

5. A small neighborhood park between Ashdale Road and the railway should be developed.
6. The City should encourage developers to provide low to moderate-valued housing in the area bounded by Forest, Yarborough, Summit and Holders Roads.

A. INTRODUCTION

During the post-WW II era, the sunbelt cities of urban America experienced massive shifts in the patterns of urban settlement. The new and emergent urban geography of cities in the South became one of increasingly dispersed and decentralized activity centers and residential neighborhoods. Urban regions in North Carolina, such as the Triad, the Triangle, and Charlotte, have become automobile-dependent multi-centered systems where extensive suburbanization has given rise to an interconnected regional mosaic of traditional downtowns, suburban power centers, strip corridors, and residential subdivisions. The basic units that connect these dispersed places together are the numerous growth corridors that follow the major transportation arteries that act as the nervous system that has given Sunbelt cities like Greensboro their shape and meaning. However, a preponderance of rezoning requests in key strategic locations, high levels of development activity along certain corridors, and intolerable traffic conditions along particular routes have all acted to increase the need for corridor-specific planning studies that can enhance the overall integrity of land use patterns and the visual character of communities.

The Pisgah Church Road/Lees Chapel Road Corridor is a key east-west thoroughfare that connects the rapidly growing northwest Greensboro area with the rapidly emerging northeast Greensboro market. The core of the Pisgah Church Road/Lees Chapel Road Corridor is defined as a 1,500 foot radius from the intersection of Pisgah Church Road and Battleground Avenue along Pisgah Church Road/Lees Chapel Road to the intersection of Lees Chapel Road and Scott Road. In order to view the impact of the surrounding area on the Corridor, a broader area was examined. The area used in this study conforms to census tracts and parts of tracts within the city and adjacent to it where there is residential development. These boundaries were used because

data on the socio-economic characteristics of the people within and surrounding the Corridor are provided in the 1990 and 1980 censuses. The Pisgah Church Road/Lees Chapel Road Corridor is a largely residential corridor that has seen many changes through the 1980s and 1990s. The rapid growth of the commercial centers at the Lawndale Drive and Elm Street intersections, and the large-scale residential development in the Lake Jeanette region have all acted to increase traffic and development pressures in the Corridor. The proposed outer loop that will parallel the Pisgah Church Road/Lees Chapel Road Corridor to the north will exacerbate these pressures and also provides a clear rationale for the need to conduct a comprehensive corridor-based inventory of the area.

B. DEFINING URBAN CORRIDORS

A variety of urban corridors can be identified but two major categories of corridor include the Urban Commercial Corridor and the residentially-based Scenic or Visual Corridor. Urban Commercial Corridors include many of the major roadways in Greensboro that pass through highly urbanized areas ranging from the ubiquitous commercial strip (e.g., Battleground Avenue, High Point Road, and Randleman Road) to the newer suburban area arterials that are lined with offices, retail power centers, and mixed-use residential complexes (e.g., Wendover Avenue from I-40 to N.C. 68).

Another important corridor type is the Scenic or Visual Corridor, where the roadway provides motorists with a relatively unique or pleasant view or driving experience as they travel

through a largely residentially-based corridor (e.g., Holden Road, Bryan Boulevard, Friendly Avenue, and Cone Boulevard). Maintaining the residential integrity of a Scenic or Visual Corridor can present particular problems in the face of rapid urban development, especially if the corridor is perceived as a significant entryway to the city in terms of traffic flow and other unique qualities (e.g., landmark buildings, views and vistas, natural features, cohesive well-designed residential neighborhoods, or large undeveloped vacant lots).

Although the distinction between these two types of urban corridors is often blurred, this study focuses on the Pisgah Church Road/Lees Chapel Road Corridor in North Greensboro with the underlying assumption that the corridor is essentially a scenic/visual residentially-based urban corridor interrupted by a limited number of commercial business nodes at key strategic intersections along the roadway.

In this corridor study, the actual boundaries that delimit the Pisgah Church Road/Lees Chapel Road Corridor vary depending on the level of analysis to be undertaken (Figure B-1). The corridor is examined from four fundamentally different perspectives that include:

- . the roadway-based land corridor (defined as all land parcels within 1,500 feet either side of the right-of-way) where detailed land-use analyses will focus on issues such as the historical pattern of rezoning requests since 1985, the changing nature of traffic flows, and fundamental shifts in land-use activity patterns.

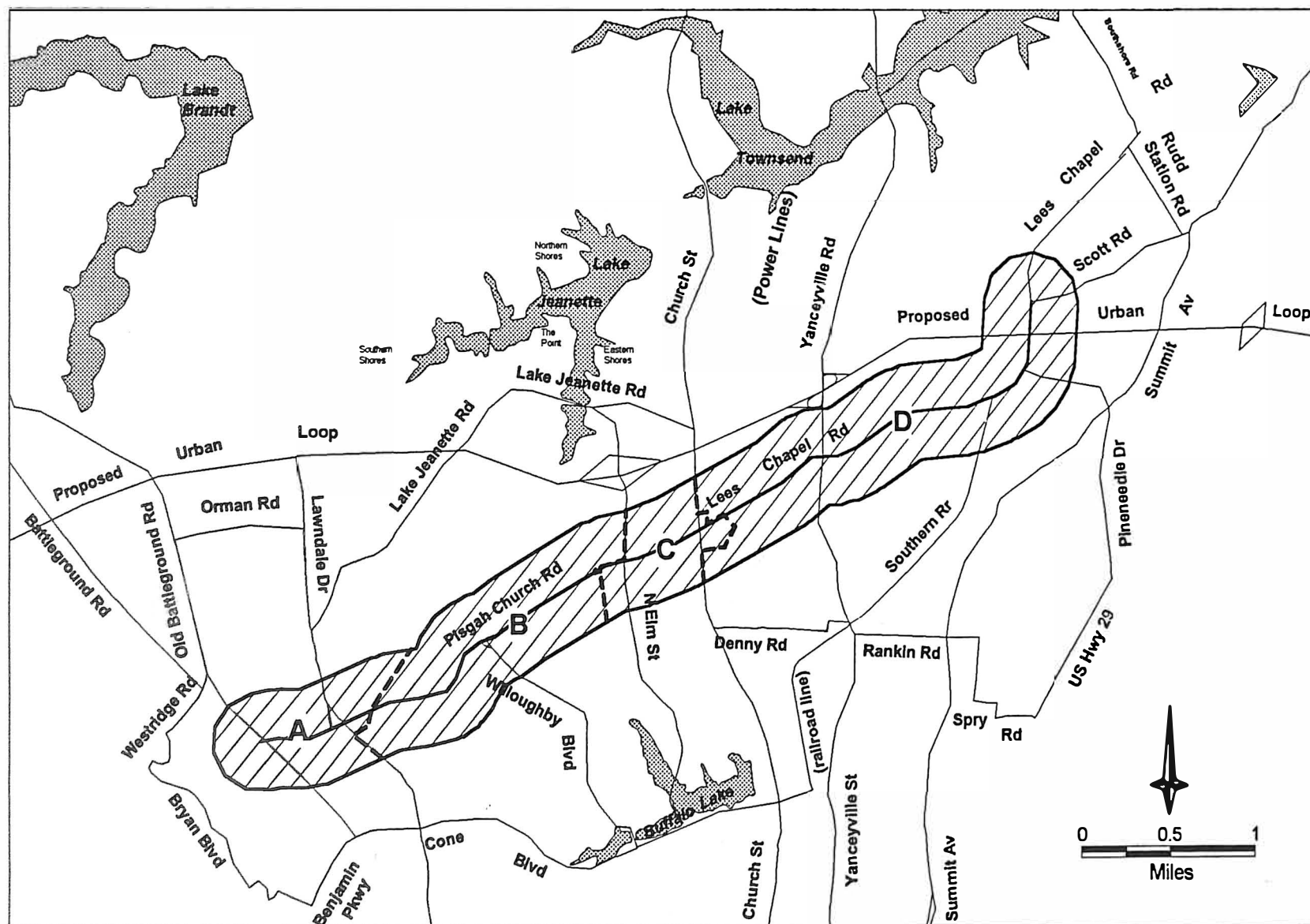


Figure B-1
Locational Context
and
Subcorridors

*Pisgah Church/
 Lees Chapel Road
 Corridor
 Greensboro, NC*

Subcorridor Boundaries

- A = Battleground Ave to
Braxton Ln East
- B = Braxton Ln East to
Bell Orchard Dr/
Baylor St
- C = Bell Orchard Dr/Baylor St to
Church St/Wind Rd
- D = Church St/Wind Rd to
Scott Rd

. **sub-corridors** that were developed for the Corridor on the basis of differences in major land uses along Pisgah Church Road/Lees Chapel Road. These four sub-corridors are as follows:

- Battleground Avenue to Braxton Lane East--a mixed residential/retail/office area
- Braxton Lane East to Bell Orchard Drive/Baylor Street--a purely residential area
- Bell Orchard Drive/Baylor Street to Church Street/Wind Road--a mixed residential/commercial area
- Church Street/Wind Road to Scott Road Avenue--a mixed residential/agricultural/industrial area

The varying land uses along the Corridor will be discussed in detail within the context of the different emphases for each sub-corridor.

. **specific neighborhood analysis** of the thirteen neighborhoods delimited by census block boundaries that are located along or near the Corridor and that possess distinct demographic characteristics. By focusing on key neighborhoods along the Corridor, it will be possible to identify the variety of housing types and communities that exist along the Pisgah Church Road/Lees Chapel Road thoroughfare.

. **strategic planning issues** affecting the Corridor at the broader scale (defined as the area of north Greensboro bounded by all or parts of the nine census tracts that are contiguous to the roadway-based land corridor). By focusing on key areas outside the

actual Corridor, it will be possible to consider the impact of large-scale issues, such as the northern section of the proposed urban loop, the Cornwallis Development Corporation Villages of Lake Jeanette project near North Elm Street, and the Lake Townsend-Brandt-Jeanette watershed regulations that all have the potential to profoundly alter the nature and function of the Corridor through the next century.

In this study, the Pisgah Church Road/Lees Chapel Road Corridor for definitional purposes extends from Battleground Avenue to Scott Road in northeast Greensboro. The Corridor is approximately 5.75 miles in length and encompasses over 2,200 acres (Figure B-1).

C. PURPOSE OF STUDY

While urban corridor planning can assume a number of meanings, the focus in this study is on the roadway-based land corridor and the relationships between vehicle transportation routes and surrounding land use and development patterns in the Pisgah Church Road/Lees Chapel Road area of north Greensboro. More specifically, the overall purpose of this study is to establish a citizen-centered strategic land corridor inventory and provide recommendations that engender in the citizens and decision-makers a heightened awareness of the holistic nature of the urban corridor's relationship to the broader socio-economic and natural environment. By doing so, the corridor study and related recommendations should provide a sound policy framework for the subsequent adoption of plans and ordinances and a broad-based rationale for city council and

planning staff decision-making as it relates to broader issues affecting rezoning requests, traffic improvements, social concerns, and the environmental impacts of various development projects.

Recommendations relating to future growth strategies for the Corridor are based on citizen feedback at a series of town hall meetings and consultation with city planners, developers, and neighborhood associations. Based on these recommendations, this study hopes to encourage future land use patterns that are compatible with community needs, while minimizing the disruption to the natural and human environment. **It is NOT the purpose of this study** to provide recommendations for specific parcels of land or to duplicate the work of existing or future regulations. Rather, this study should be viewed as a visionary document that focuses principally on articulating the connections between traffic circulation and land use.

D. EXISTING LAND USE/ZONING PATTERNS

The Pisgah Church Road/Lees Chapel Road Land Corridor extends from the intersection of Pisgah Church Road and Battleground Avenue in north-central Greensboro to the Lees Chapel Road - Scott Road junction in northeastern Greensboro. It is strategically located in a rapidly growing area of north Greensboro and functions as the main east-west thoroughfare north of Cone Boulevard connecting the rapidly growing northwest Greensboro area with the dynamic north-central and Lake Jeanette area and the rapidly emerging northeast region of Greensboro. More specifically, the roadway-based Corridor is defined as all land parcels within 1,500 feet

either side of the Pisgah Church Road/Lees Chapel Road right-of-way and it extends 5.75 miles from Battleground Avenue to Scott Road encompassing over 2,200 acres. Overall, the Corridor functions primarily as a residentially-based urban corridor with a limited number of commercial business nodes at key strategic locations including the Pisgah Church Road/Battleground Avenue, Pisgah Church Road/Lawndale Drive, Pisgah Church Road/Elm Street, and the Pisgah Church Road/Lees Chapel Road/Church Street intersections. Based on an analysis of the 1995 Zoning Districts, just over 85 percent of the overall Corridor (or nearly 1,900 acres) was zoned either single-family or multi-family residential (Table 1). Of the 1,655 acres (74.5%) in Single-Family Residential zoning, over one-half was classified as RS-12 (934.9 acres). The RS-12 Zoning District is primarily intended to accommodate moderate density single-family detached dwellings in developments where public water and sewer service are required. The overall gross density in RS-12 is usually 3.0 or fewer units per acre.

Although the key commercial nodes along the Land Corridor generate substantial employment, sales volume, and traffic flows, the actual acreage allocated to commercial land use is small (accounting for only 126.8 acres, or 5.7 percent, of total acreage in the Corridor). Other uses include Public and Institutional Districts (83.91 acres, or 3.8%) and agricultural land exclusively in the area of Guilford County north of Lees Chapel Road (77.61 acres, or 3.5%).

1. BATTLEGROUND AVENUE TO BRAXTON LANE EAST SUB-CORRIDOR

At the western end of the land corridor, the Battleground Avenue-Braxton Lane East sub-corridor consists of two substantial commercial districts clustered around the Pisgah Church Road/Battleground Avenue and Pisgah Church Road/Lawndale Drive intersections. Not surprisingly, the proportion of commercially-zoned land in the sub-corridor is much greater than for the corridor as a whole (19.7% versus 5.7%, respectively). Over one-half (52.4%) of all commercially-zoned land in the entire Pisgah Church Road/Lees Chapel Road Corridor is located around the two aforementioned intersections.

Immediately adjacent to these commercial nodes, the residential areas in the sub-corridor can be considered to be primarily one of moderately-low value (i.e., \$ 68,600-84,500), owner-occupied housing of above-average size inhabited by a disproportionately large number of white, elderly people. See Section F. 3. Because of the large percentage of commercially-zoned land in the sub-corridor, only half of the sub-corridor is zoned single-family residential (176.6 acres, or 52.3% of total acreage in the sub-corridor) compared to 74.5 percent for the overall Corridor. However, the neighborhoods between Battleground Avenue and Lawndale Drive fronting Pisgah Church Road act as an important buffer between the commercial nodes at Pisgah Church Road/Battleground Avenue and Pisgah Church Road/Lawndale Drive. Preserving these neighborhoods may help reduce the motivation to strip-out Pisgah Church Road between Battleground Avenue and Lawndale Drive. The important Public and Institutional Zoning District

to the north of Pisgah Church Road (57.73 acres, or 17.1% of the total acreage in the sub-corridor) that includes the Mount Pisgah United Methodist Church Street and the Jaycee Park complex also act to reinforce the buffer function of the residential neighborhoods between Battleground Avenue and Lawndale Drive. The church and park account for over two-thirds of all public and institutional zoned land in the Pisgah Church Road/Lees Chapel Road Corridor. Overall, the Battleground Avenue-Braxton Lane East Sub-Corridor encompasses nearly 340 acres in total, or 15.2 percent of all acreage in the Pisgah Church Road/Lees Chapel Road Land Corridor.

2. BRAXTON LANE EAST TO BELL ORCHARD DRIVE/BAYLOR STREET SUB-CORRIDOR

The Braxton Lane East-Bell Orchard Drive/Baylor Street sub-corridor encompasses over one-quarter of all acreage in the land corridor (609.43 acres, or 27.4%) and is exclusively zoned residential with a similar mix of single-family to multi-family residential units as for the overall Corridor. Of the 512 acres (84.0%) in single-family residential zoning, just over two-thirds is classified as RS-12 (413.4 acres, or 67.8% of total acreage in the sub-corridor). The RS-12 Zoning District is the "workhorse" district in this sub-corridor. It seems logical that the RS-12 overall gross density of 3.0 or fewer units per acre should be maintained in this part of the Corridor. Furthermore, given the complete absence of any non-residential intrusions in the sub-

corridor, it would seem important that the homogeneous nature of this residentially-based sub-corridor be preserved.

It is also important to note that while the sub-corridor is exclusively residential, the neighborhoods within the sub-corridor are highly diverse. For example, the Yesteroaks apartment complex in the western portion of the sub-corridor across Pisgah Church Road from Normandy Road is a moderate-sized complex (<100 units) of relatively high rents (\$499 average) compared to the city average of \$365 for 1990. By contrast, the New Irving Park neighborhood south of Pisgah Church Road on either side of Willoughby Drive is a neighborhood of very large (9.5 rooms/unit), owner-occupied (99.9%), high value (1990 average of \$290,000) housing. The people living here are overwhelmingly white (95%) and the percentage of children in this area (34%) is much greater than for the city (21%) or most of the other neighborhoods in the Corridor.

However, the greatest contrast in neighborhood characteristics is probably afforded by the Prince Road/Princess Road neighborhood in the northeast part of the sub-corridor. The neighborhood is small and compact with only 20 housing units. It provides some of the most affordable housing in the entire corridor with an average house price of \$56,700 in 1990. To the immediate north of the Prince Road/Princess Road neighborhood is the rapidly growing Bellwood Village development.

3. BELL ORCHARD DRIVE/BAYLOR STREET TO CHURCH STREET STREET/ WIND ROAD SUB-CORRIDOR

Because of the substantial land use changes that have occurred at the Elm Street/Pisgah Church Road intersection in recent years, the Bell Orchard Drive/Baylor Street-Church Street/Wind Road Sub-Corridor may be the most dynamically changing sub-corridor in the area. Most of these land use changes have been precipitated by the completion of the North Elm Street extension and the ongoing construction of the Cornwallis Development Company Villages at Lake Jeanette project. Recent commercial development at the Elm Street/Pisgah Church Road intersection partly explains the relatively high proportion of land zoned commercial in this sub-corridor (i.e., 17.5%, or 43.77 acres). The City Planning Department has attempted to prevent commercial development from proliferating at this key intersection, but it is now clear that the Elm Street/Pisgah Church Road intersection is emerging as a major commercial node for the central portion of the Pisgah Church Road/Lees Chapel Road Corridor and for those moving north-south along North Elm Street. Indeed, the Elm Street/Pisgah Church Road intersection is fast becoming the gateway entry point into and out of the greater north Greensboro area.

Although the most dramatic land use changes in the sub-corridor have involved commercial activity, over 80 percent (201.9 acres) of the sub-corridor is currently zoned residential. Single-family residential zoning accounted for just over two-thirds of all acreage in the sub-corridor (i.e., 67.5%, or 168.9 acres) but the number of dwelling units per acre was low in

some places. For example, to the south of Pisgah Church Road many of the single-family residential dwellings are located on deep lots that extend considerable distances perpendicular from the street frontage. Yet these same lots were generally zoned RS-9 which allowed densities of up to four dwelling units per acre. On the north side of Pisgah Church Road, the RS-40 Zoning District in the "county islands" either side of Elm Street limit residential development to no more than one dwelling unit per acre (Figure D-1). Furthermore, the RS-40 Zoning District accounts for 27.8 percent (or 69.6 acres) of all land in the sub-corridor. Given the low residential densities in parts of the sub-corridor, it is possible that higher density and/or more appropriate land use activities should be considered, especially on those lots adjacent to Pisgah Church Road.

Only 13.2% (or 33 acres) of the sub-corridor was zoned multi-family, but the Spicewood neighborhood to the south of Pisgah Church Road located either side of Elm Street is dominated by multi-family residential units. The various multi-family complexes include: the 154-unit Valley Ridge Apartments, the 90-unit Greenbriar Road complex, and the dispersed apartment development located between Greenbriar Road and Berryman Street to the west of Church Street.

Nearly half of all the large apartment complexes in the Pisgah Church Road/Lees Chapel Road Land Corridor with 10 or more units per building are located in the Spicewood area (i.e., 44.7%, or 267 units). Spicewood also has some of the highest vacancy rates in the Corridor (i.e., 10.6% compared to a city-wide average of 7% in 1990). In addition, the Spicewood neighborhood has the highest percentage of African Americans (i.e., 40.6% compared to 34% city-wide) of the 13

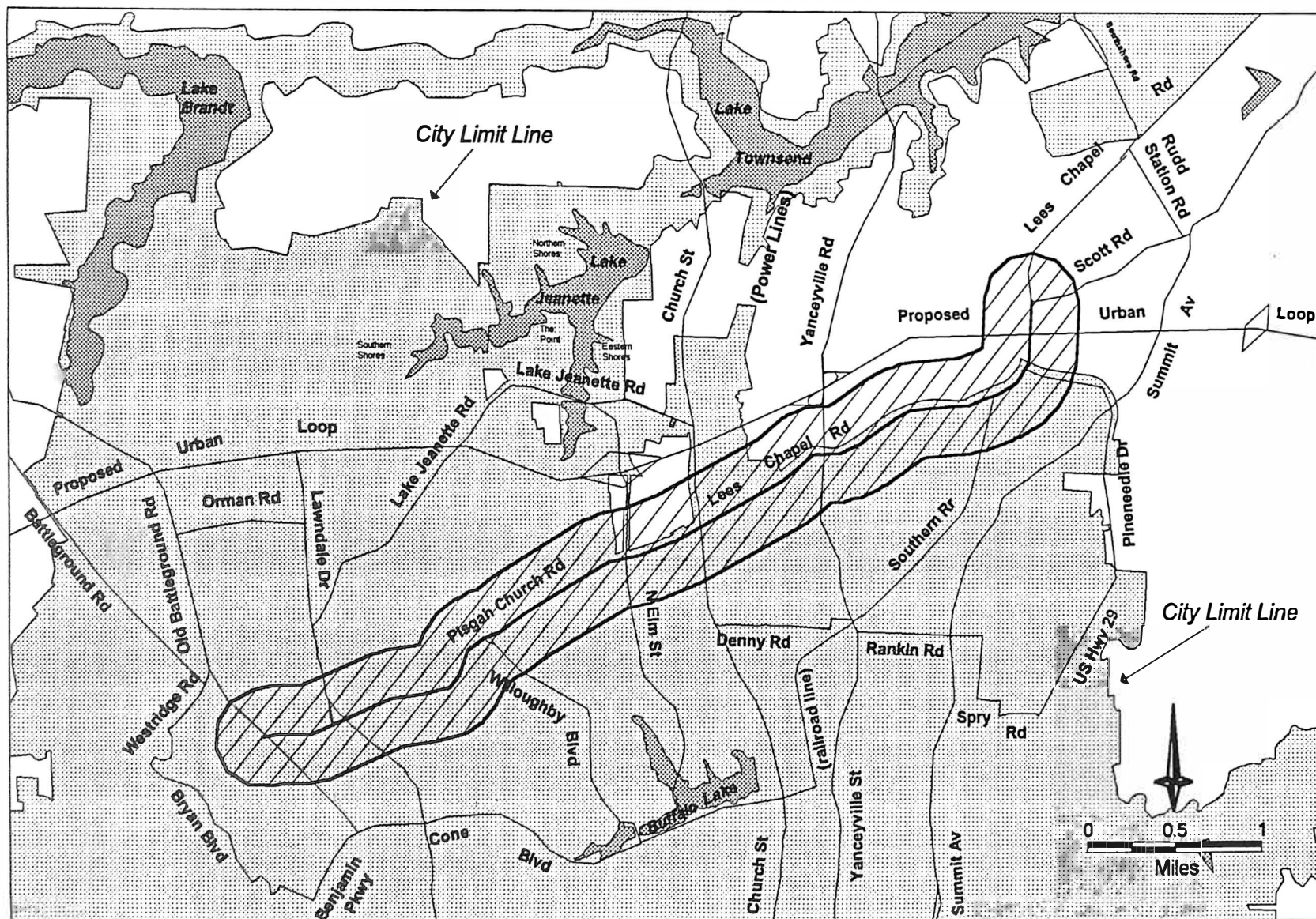





Figure D-1

City/County Boundary

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

Legend

-  City Area
-  County
-  Pisgah Church/
Lees Chapel Road
Corridor

neighborhoods examined in this study (Section F. 3 and Appendix II) and two-thirds of all units with single householders with children under 18 years of age (i.e., 145 units, or 65.3% of all such units in the 13 neighborhoods under study). The Bell Orchard Drive/Baylor Street-Church Street/Wind Road sub-corridor is the smallest of the four sub-corridors in total acreage (i.e., 250.3 acres, or 11.3%).

4. CHURCH STREET/WIND ROAD TO SCOTT ROAD SUB-CORRIDOR

The Church Street/Wind Road-Scott Road sub-corridor accounted for nearly half the entire Pisgah Church Road/Lees Chapel Road Corridor in terms of total acreage (i.e., 1024.9 acres, or 46.1%). Despite its size, over three-quarters of the sub-corridor is zoned single-family residential (i.e., 796.6 acres, or 77.8%), so it is a surprisingly homogeneous sub-corridor. Once again, most of the single-family residentially zoned land is classified as RS-12 (i.e., 440.4 acres, or 43.0%) with densities of three or fewer dwelling units per acre. Like the previous sub-corridor, a considerable portion of the land is also zoned RS-40 (i.e. 232.6 acres, or 22.7%), especially north of Lees Chapel Road in that part of the Corridor that is in Guilford County. The landscape is more rural and bucolic north of Lees Chapel Road and overall residential densities are lower.

The RS-40 Residential Single-Family Zoning District is designed to promote single-family detached residences where environmental features such as water supply watersheds, public service capacities, or soil characteristics necessitate very low density single-family development. The overall gross density in RS-40 is typically up to one dwelling unit per acre. However, with the

on-going widening of Lees Chapel Road and the forthcoming Urban Loop/Yanceyville Street on/off ramp intersection to the immediate north of Lees Chapel Road, it is likely that densities will rise in the sub-corridor and that some non-residential development will occur, especially at or near the Lees Chapel Road/Yanceyville Street intersection. A small pocket of agriculturally-zoned land is located near the Lees Chapel Road/Scott Road junction at the extreme eastern end of the sub-corridor (i.e., 77.6 acres, or 7.6%) - the only agriculturally-zoned land in the Pisgah Church Road/Lees Chapel Road Land Corridor.

In 1990, the average value of housing in the sub-corridor ranged from \$48,000 to almost \$60,000 by neighborhood (Section F. 3 and Appendix II). The eastern end of the sub-corridor contained two neighborhoods (i.e., Summit Hills and the Glenside Drive area) of very low value (i.e., \$51,700) mainly owner-occupied housing. Conversely, the western end of the sub-corridor contained neighborhoods with a substantial proportion of units with people living alone (i.e., 42% compared to 31% for the city), although less than three percent of these people were elderly and 90 percent lived in rental units with above average rents (i.e., \$380 in 1990). Most of these people lived in the 587 unit Westwind/Woodwinds apartment complex located to the immediate east of the Church Street Crossing Shopping Center near the Pisgah Church Road/Lees Chapel Road/Church Street intersection.

E. HISTORY OF REZONING ACTIVITY AND DEVELOPMENT TRENDS: 1985-1996

By examining rezoning requests that were received by the City of Greensboro Planning Department and the Guilford County Planning Department over the past decade, it is possible to develop some understanding of the development trajectories and growth pressures that the Pisgah Church Road/Lees Chapel Road Corridor has experienced in recent years. Documenting the geography of these requests by sub-corridor, by acreage, and by zoning classification can complement any analysis of existing zoning patterns by focusing on development pressures over time (Tables 2 and 3 and Figure E-1).

1. BATTLEGROUND AVENUE TO BRAXTON LANE EAST SUB-CORRIDOR

Most of the approved rezonings in the Battleground Avenue to Braxton Lane East sub-corridor involved commercial activity in the two key commercial nodes at the Battleground Avenue/Pisgah Church Road junction and the Pisgah Church Road/Lawndale Drive intersection. Most of the rezoned acreage involved the Lowe's Hardware Store that anchors the western end of the Pisgah Church Road/Lees Chapel Road corridor (i.e., 14.2 of the 16 acres rezoned in the sub-corridor). Other rezonings involved two small lots to the north of the Pisgah Church Road/Lawndale Drive intersection. Several rezonings were denied including the planned development of a branch bank at the strategically important southeastern corner of the Battleground Avenue/Pisgah Church Road junction.

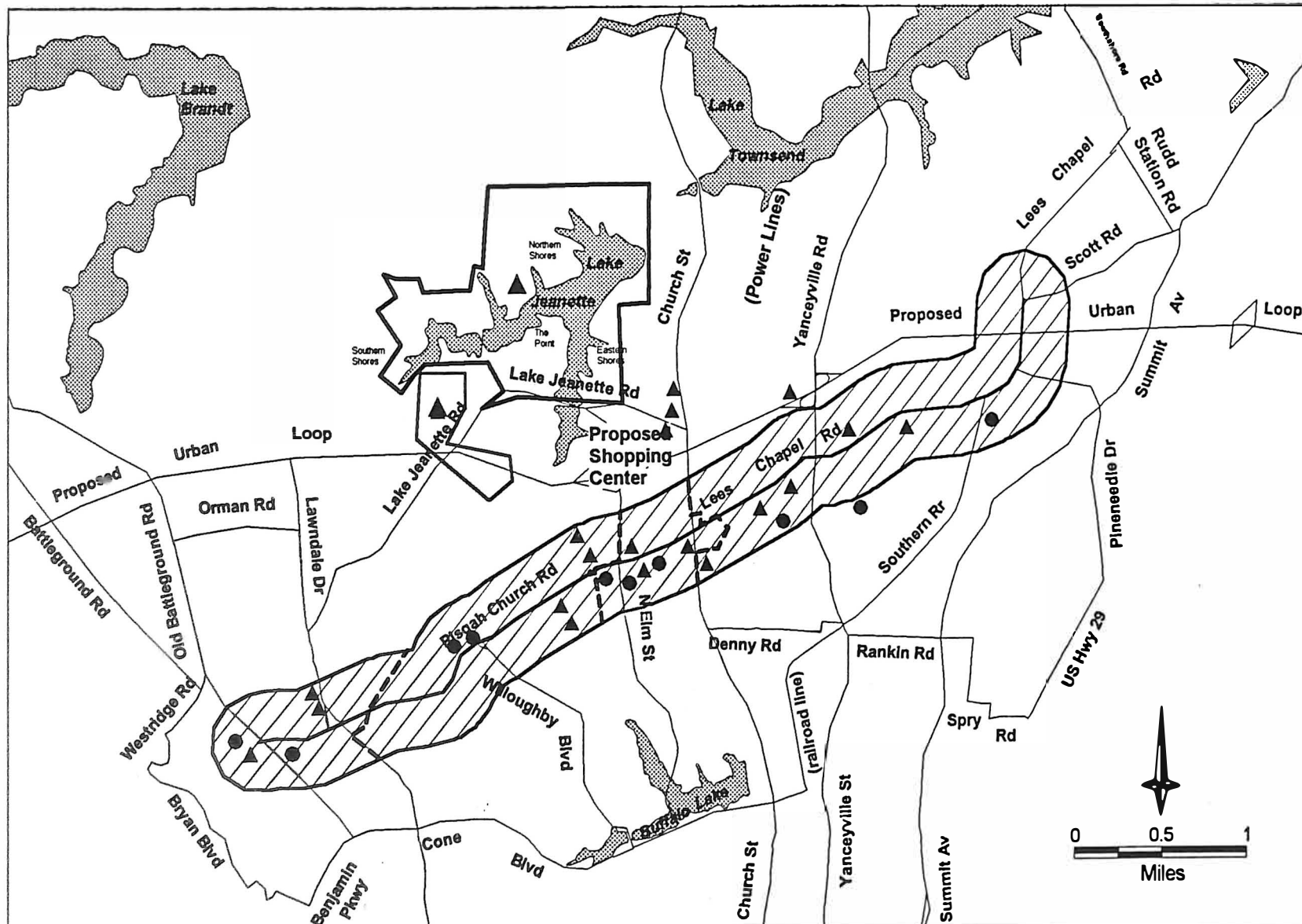
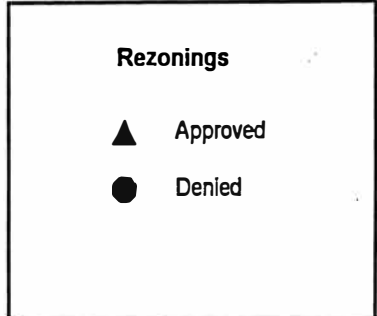


Figure E-1
Rezoning Activity
1985 - 1996

*Pisgah Church/
 Lees Chapel Road
 Corridor
 Greensboro, NC*



2. BRAXTON LANE EAST TO BELL ORCHARD DRIVE/BAYLOR STREET SUB-CORRIDOR

Given the exclusively residential nature of the Braxton Lane East-Bell Orchard Drive/Baylor Street sub-corridor, it is not surprising that all approved rezonings since 1985 for this sub-corridor have been residential in nature. Most of the property that has been rezoned in the past ten years has largely involved the Bellwood Village development and the Primrose Lane extension of the New Irving Park neighborhood (i.e., the Irving Park Village development). Only 16 acres have been rezoned in the sub-corridor since 1985 (compared to a total acreage of 609 acres for the sub-corridor) - a clear indication of the stability of the land use patterns in this area. However, several rezonings have been denied, especially on the north side of Pisgah Church Road near the Willoughby Boulevard intersection - an indication of the development pressures that are building at that junction.

3. BELL ORCHARD DRIVE/BAYLOR STREET TO CHURCH STREET/WIND ROAD SUB-CORRIDOR

The Bell Orchard Drive/Baylor Street to Church Street/Wind Road sub-corridor is the smallest of the four sub-corridors in terms of total acreage (i.e., 250.3 acres, or 11.3% of the Pisgah Church Road/Lees Chapel Road Corridor). However, the sub-corridor has experienced significant rezoning activity, especially at, or near to, the Pisgah Church Road/Elm Street intersection. All the approved rezonings have been commercial in nature. Recent developments

include the Harris Teeter Shopping Center, MacDonalds, and First Citizens Bank. Other rezoning petitions at the Elm Street intersection have been denied because the proposed location and nature of the development threatened to establish a precedent for strip development along Pisgah Church Road. Through the rest of the 1990s, it is unlikely that these development pressures to rezone land will diminish in the Pisgah Church Road/Elm Street area.

4. CHURCH STREET/WIND ROAD TO SCOTT ROAD SUB-CORRIDOR

In terms of approved rezonings, the most active sub-corridor is the Church Street to Scott Road sub-corridor. The sub-corridor accounted for nearly half of all the rezoned acreage in the Pisgah Church Road/Lees Chapel Road Corridor (i.e., 56.9 acres, or 47.4%). Of course, the same sub-corridor is the largest of the four sub-corridors in the Pisgah Church Road/Lees Chapel Road Corridor accounting for nearly half of all acreage in total (i.e., 1,024.9 acres, or 46.1%). Significant rezonings in the sub-corridor included: the 50-unit public housing complex on Laurel Lee Terrace; the multi-family residential rezoning south of Lees Chapel Road between Yanceyville Street and the Duke Power Right-Of-Way; and the recent rezoning for elderly housing and services north of Lees Chapel Road between Yanceyville Street and Glenside Drive. Since 1985, nearly 90 acres of residentially-based rezonings have been denied by the City of Greensboro, all located on the south side of Lees Chapel Road.

Despite the significant number of rezonings in this sub-corridor, since 1985 less than six percent of the total acreage available in the sub-corridor has been actually rezoned. It is likely

that the level of rezoning activity will increase in the near future, especially as the urban loop nears completion and the Urban Loop/Yanceyville Street intersection to the north of Lees Chapel Road comes on-line.

5. RECENT ZONING REQUESTS

Although the Pisgah Church Road/Lees Chapel Road is a residentially-based urban corridor, development pressures are building that may expand the acreage in the corridor devoted to commercial activity. For example, the Koury Corporation recently submitted a formal rezoning amendment request and conditional use permit application to re-configure the 35-acre Lawndale Drive/Pisgah Church Road site into a planned mixed-use development. Other informal rezoning inquiries have included the following land use activities: video rental stores, car wash facilities, mini-warehouses, congregate-care facilities, branch banks, gasoline service stations and garden home nurseries, especially at locations in the central section of the corridor near the Elm Street intersection.

We hope that the corridor inventory and related recommendations will help the citizens of Greensboro and the elected officials to better respond to these emerging development pressures by making decisions based, in part, on the recommendations and factual information contained in this report.

F. DEMOGRAPHIC AND HOUSING CHARACTERISTICS: 1980-1995

1. 1995 POPULATION ESTIMATES

The area surrounding the Pisgah Church Road/Lees Chapel Road Corridor is defined to encompass census tracts 119.04, 119.05, 125.03, 127.03, 157.03 and parts of tracts 125.08, 155, 157.01, and 157.02 (Figure F-1). In 1995, this area contained nearly 22,500 people, representing over 11 percent of the population of Greensboro (Figure F-2). There was an increase in the area of about 600 residents, or nearly three percent, between 1990 and 1995, compared to five percent for the city (Figure F-3).

An additional 13,000 persons live within the remainder of tracts 155, 157.01 and 157.02 just north of this area. And it is this northern fringe section of the city and adjacent county which has added over 1,500 people just since 1990. About one in every six Greensboro residents live within this area or just to the north of it. Between April 1, 1994 and March 31, 1995, the fastest growing part of the city was north of Lake Jeanette Road and the Guilford Battlefield National Park between Battleground Avenue and Yanceyville Street.

Within the area under study, densities vary greatly from 0.3 persons per acre in the largely undeveloped northeastern part east of the Orchard residential area and north of Lees Chapel Road (though a large apartment complex is being built there at present) to 4.8 persons per acre in the southwestern sector west of Willoughby Boulevard and south of Pisgah Church Road. Most of

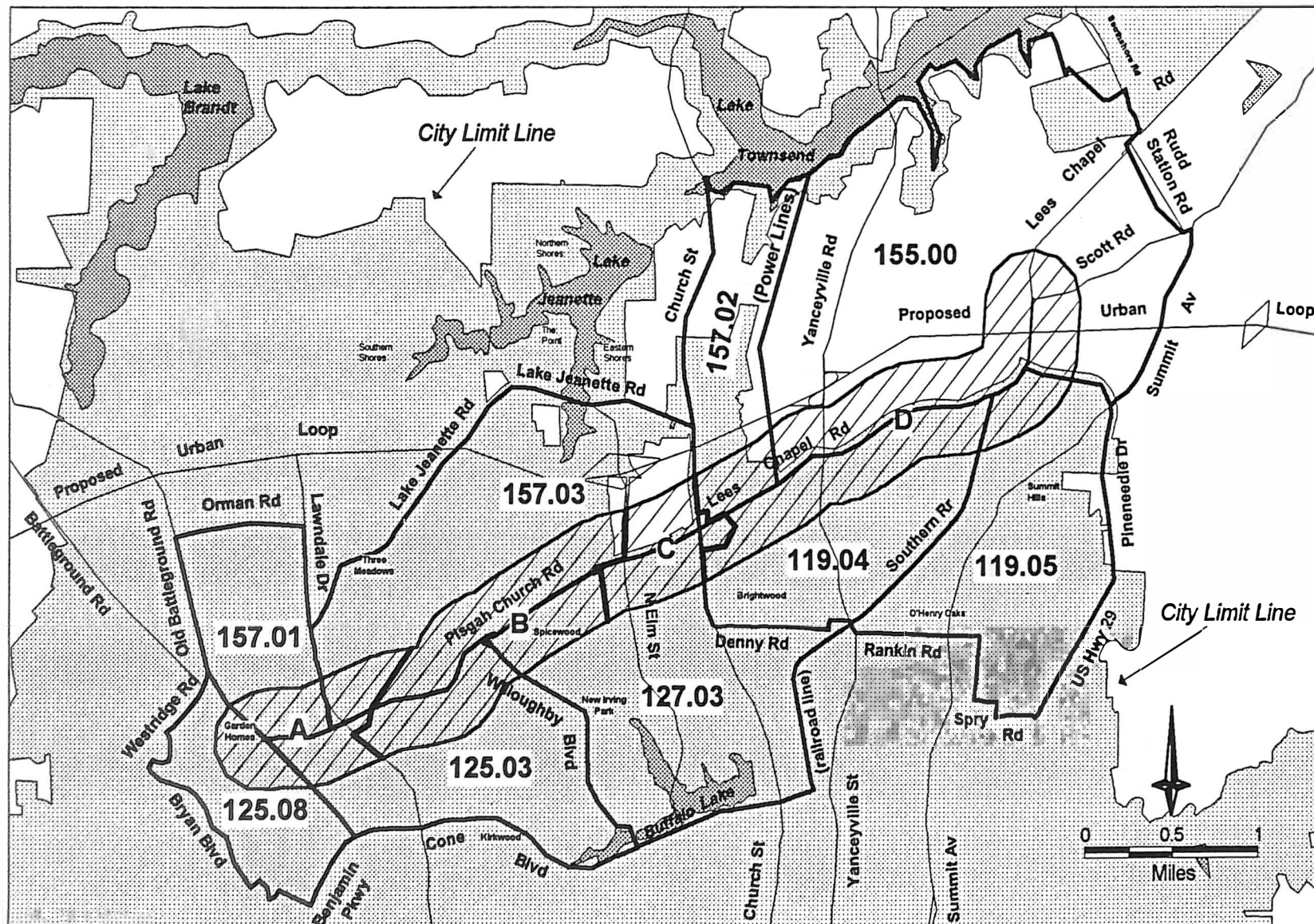


Figure F-1

Census Tracts 1990

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

SOURCE: 1990 Census

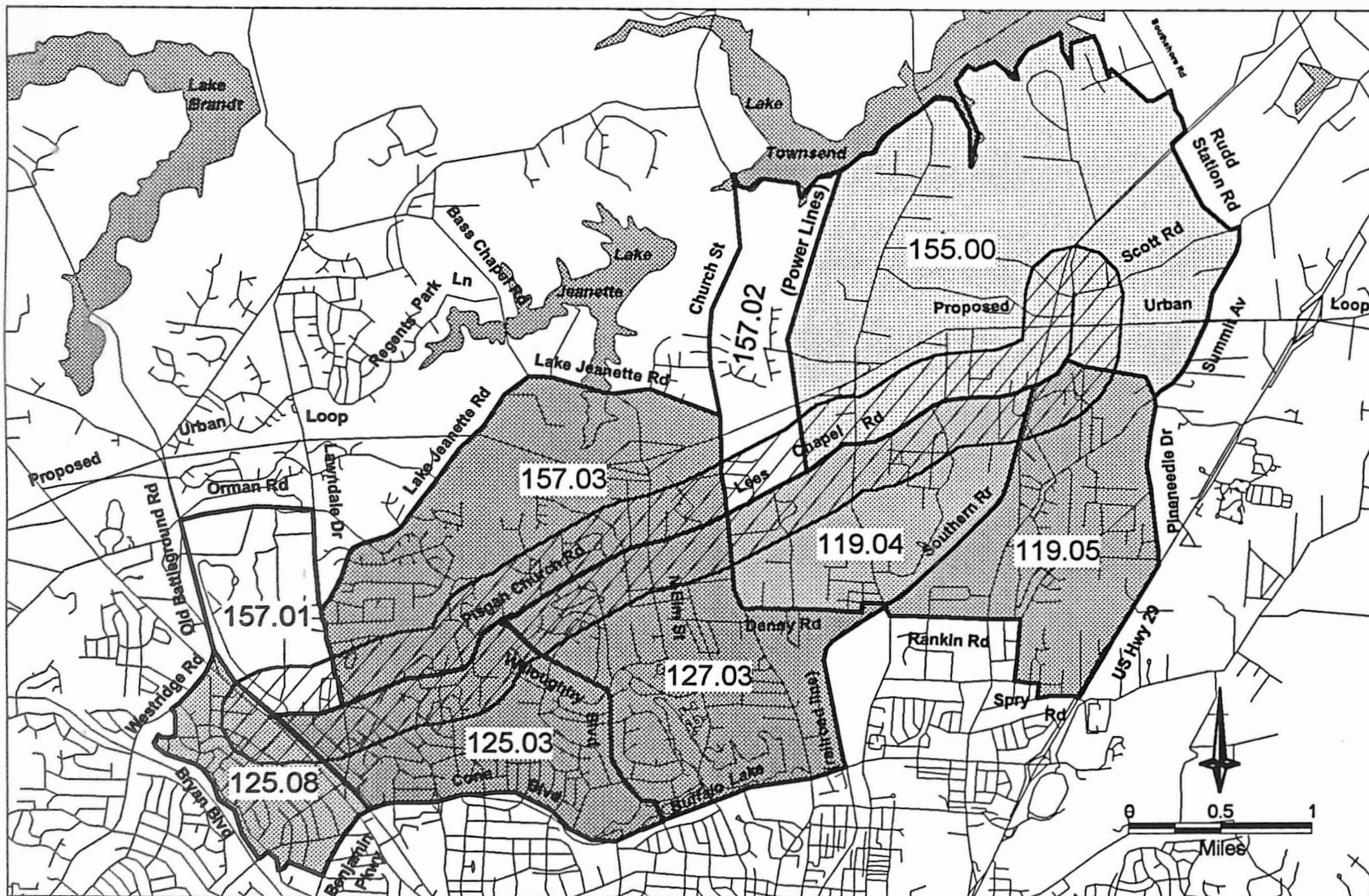


Figure F-2

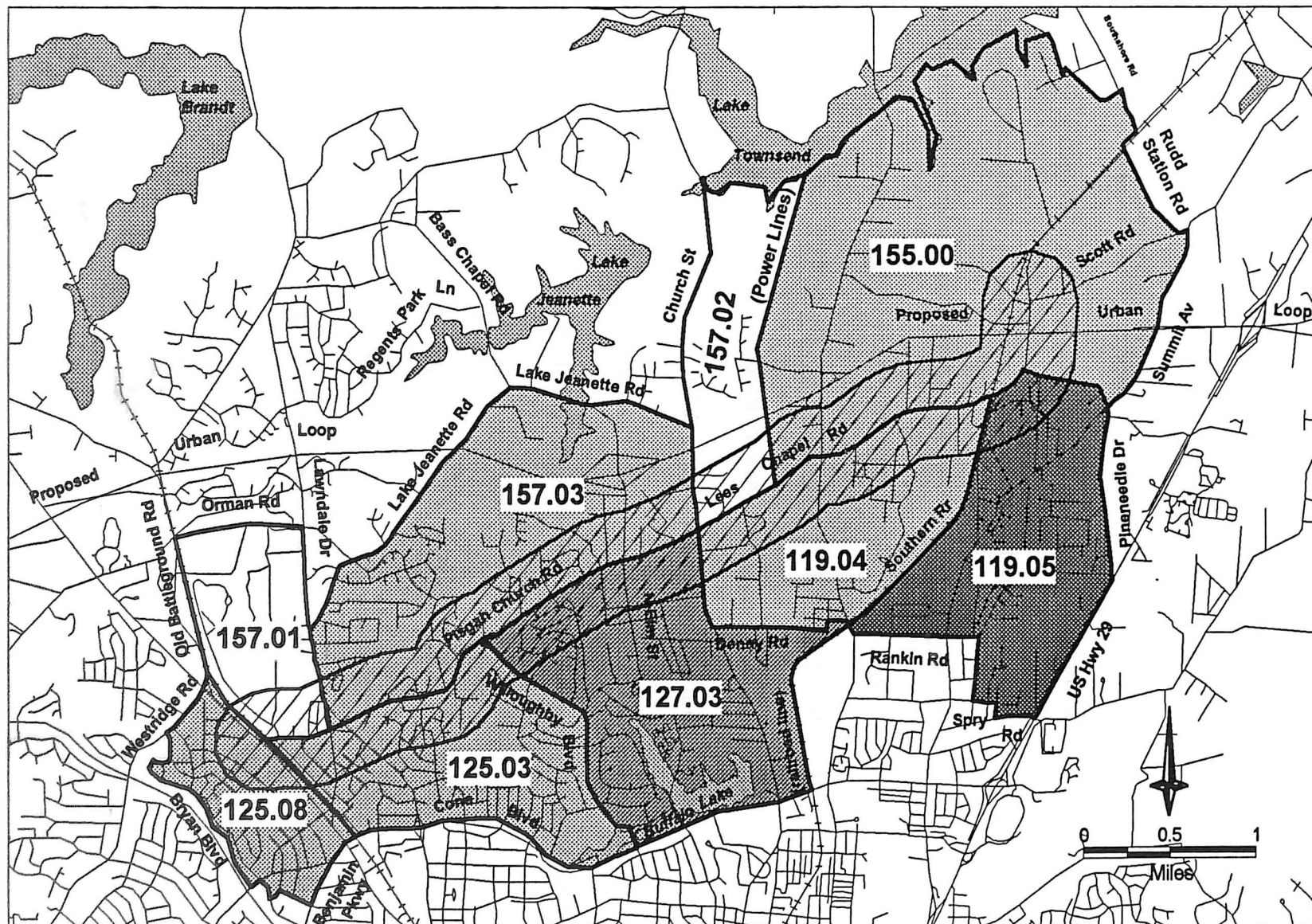
1995 Population

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Persons

- 3,800 to 4,500
- 3,000
- 2,000 to 2,100
- 1,400
- < 700

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett



SOURCE: 1990 Census and 1995 estimate by Greensboro Planning Dept.; categorization by Dr. D. Gordon Bennett

the rest of the area adjacent to the corridor has moderate densities of 2.2 to 3.5 persons per acre (Figure F-4). These compare to a city average of 3.1 persons per acre.

Persons per household are lowest (2.07) in the northeast and highest (2.64) in the adjacent southeast sector (Figure F-5). Elsewhere, moderate numbers of persons per household (2.25-2.53) are found. These compare to a city average of 2.33 persons per household.

2. 1990 CENSUS RESULTS

In 1990, almost 22,000 people lived in the area surrounding the Pisgah Church Road/Lees Chapel Road Corridor. Nearly 10 percent of this area's population (2,000) live just west of the Pisgah Church Road/Battleground Avenue intersection. About another fourth (5,200) are in the largely sparsely settled section north of Pisgah Church Road/Lees Chapel Road. Nearly two-thirds of the population (12,500) within the area surrounding the corridor resides in the much more densely populated section south of Pisgah/Lees Chapel Road.

The 1980s was a period of rather rapid growth for this area. Nearly 3,900 people were added to the population, for a gain of 22 percent ($>2\%$ /year, compared to $<1\%$ /year since 1990). This rate of growth was greater than that of the entire city (18%), even though Greensboro annexed over 13,000 acres, or an increase in area of more than a third.

The greatest increases occurred in tracts 127.03--New Irving Park/Spicewood (1,504), 157.03--Three Meadows/Pineburr/Country Park Acres (899), and 119.04--south of Lees Chapel Road between Church Street and the Southern Railway (870). Growth rates were highest in

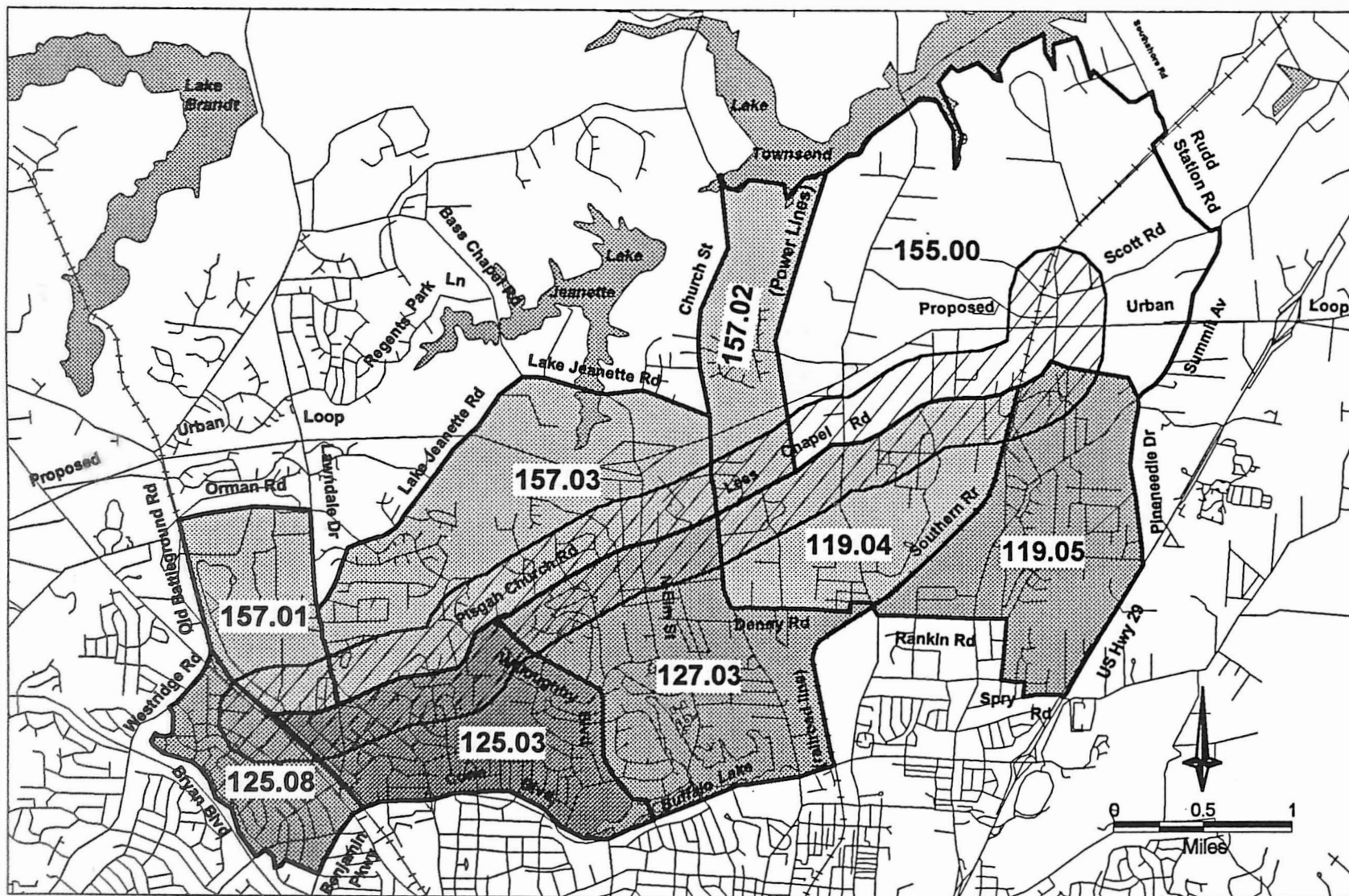


Figure F-4
Population Density
1995

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Persons per Acre
(Compared to City Average of 3.1)

- High*
- Moderately High
- About Average
- Moderately Low
- Low

*No tract in category

SOURCE: 1995 estimate by Greensboro Planning Dept.; categorization by Dr. D. Gordon Bennett

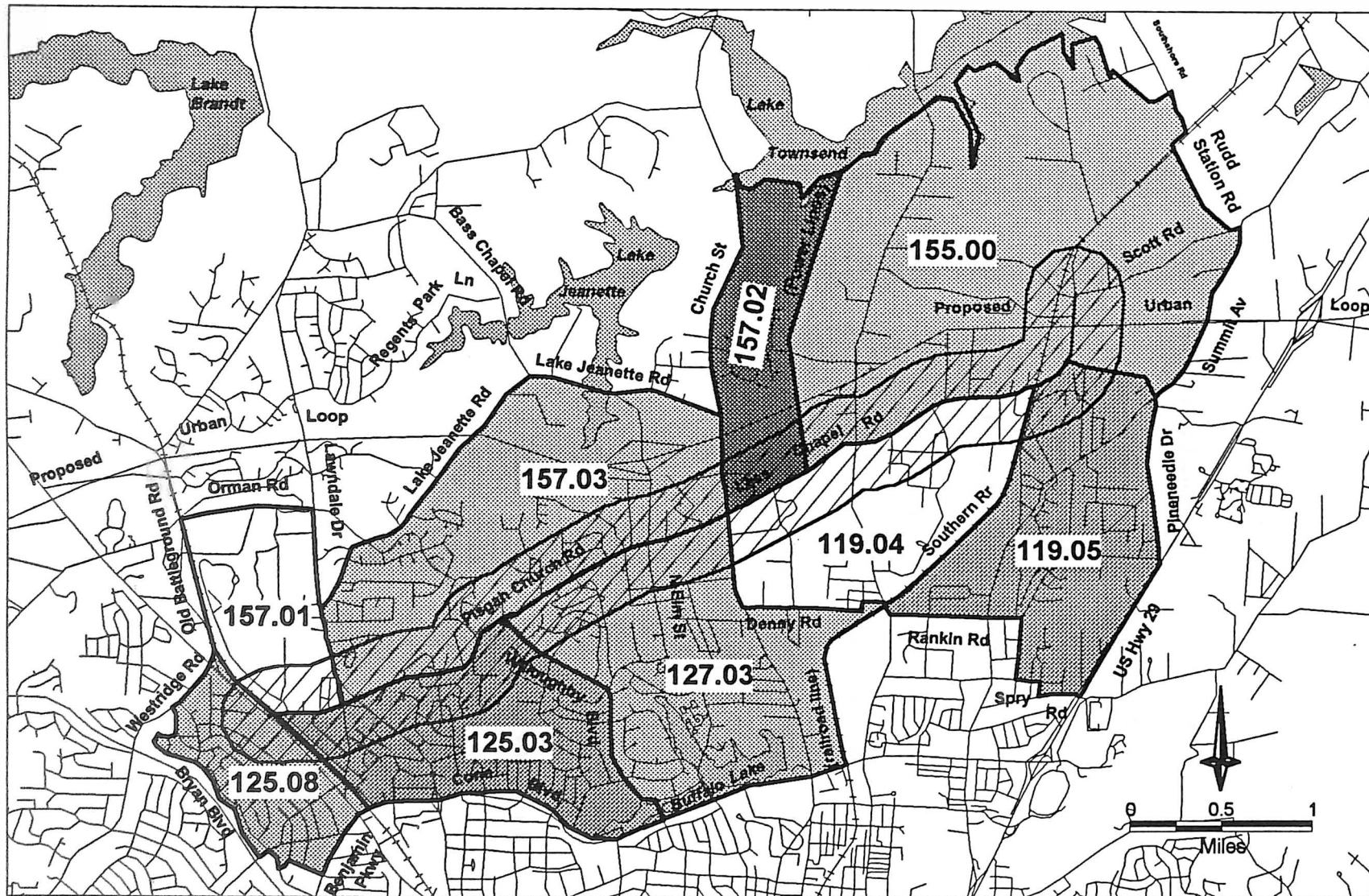


Figure F-5

**Persons
per
Household
1995**

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Persons Per Household
(Compared to City Average of 2.33)

- High
- Moderately High
- About Average
- Moderately Low*
- Low

*No tract in category

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

tracts 119.04 (72%) and 127.03 (50%), the part of 155 (42%), and in tract 157.03 (Figure F-6). Population losses of 16 to 191 persons took place in tracts 125.03 and the parts of tracts 125.08, 157.01 and 157.02.

a. Children Under 18

The two tracts with disproportionately large percentages of children (27%-33%) are located to the south of Pisgah/Lees Chapel Road mainly between Willoughby Drive and Church Street (tract 127.03), between Lees Chapel Road and US 29 from Rankin/McKnight Mill Roads and Brightwood/Pineneedle (119.05), and to the north of Lees Chapel Road and east of Church Street (part of 157.02). See Figure F-7. The city average for children under 18 is 21 percent.

During the 1980s, the number of children under 18 increased by 30 percent in the area, compared to a decline of 191, or 0.5 percent for the city. Children in tract 119.04 nearly doubled, while the number in 127.03 increased by almost two-thirds, and in the part of 155, by over half (Figure F-8). Small declines occurred in the parts of 125.08 and 157.01.

b. The Elderly

The only census tract (or part) that has a much greater proportion of its residents being elderly (22%) than does the city as a whole (12%) is the small area between Pisgah Church Road and the Country Park/Guilford Battlefield Park from Battleground Avenue to Lawndale Drive (157.01 part). See Figure F-9.

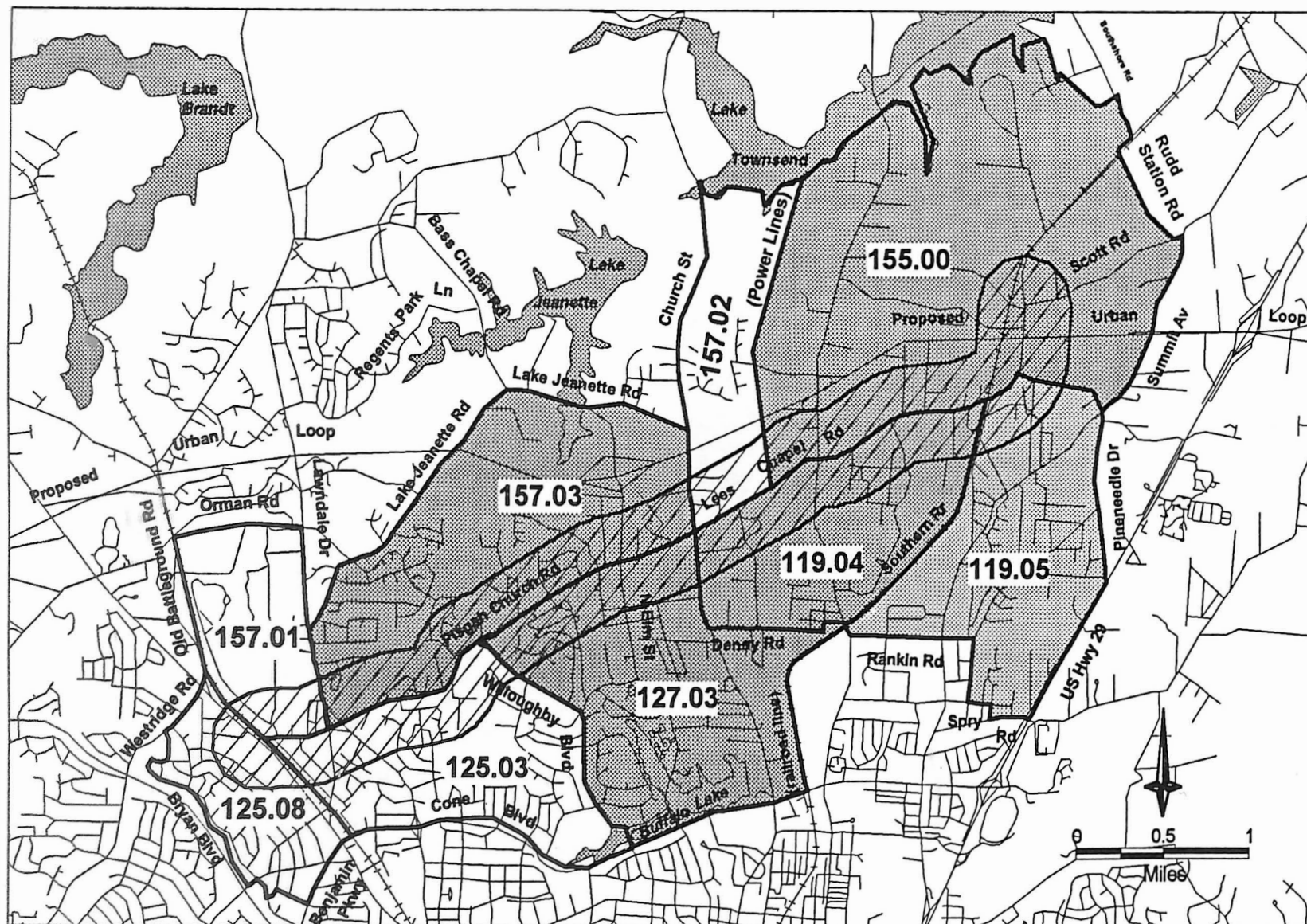


Figure F-6

1980-90 Growth Rate

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

Growth Rate

(Compared to City Average of 18%)

- High
- Moderately High*
- About Average
- Moderately Low*
- Low*
- Decline

*No tract in category

SOURCE: 1980 and 1990 Censuses; categorization by Dr. D. Gordon Bennett

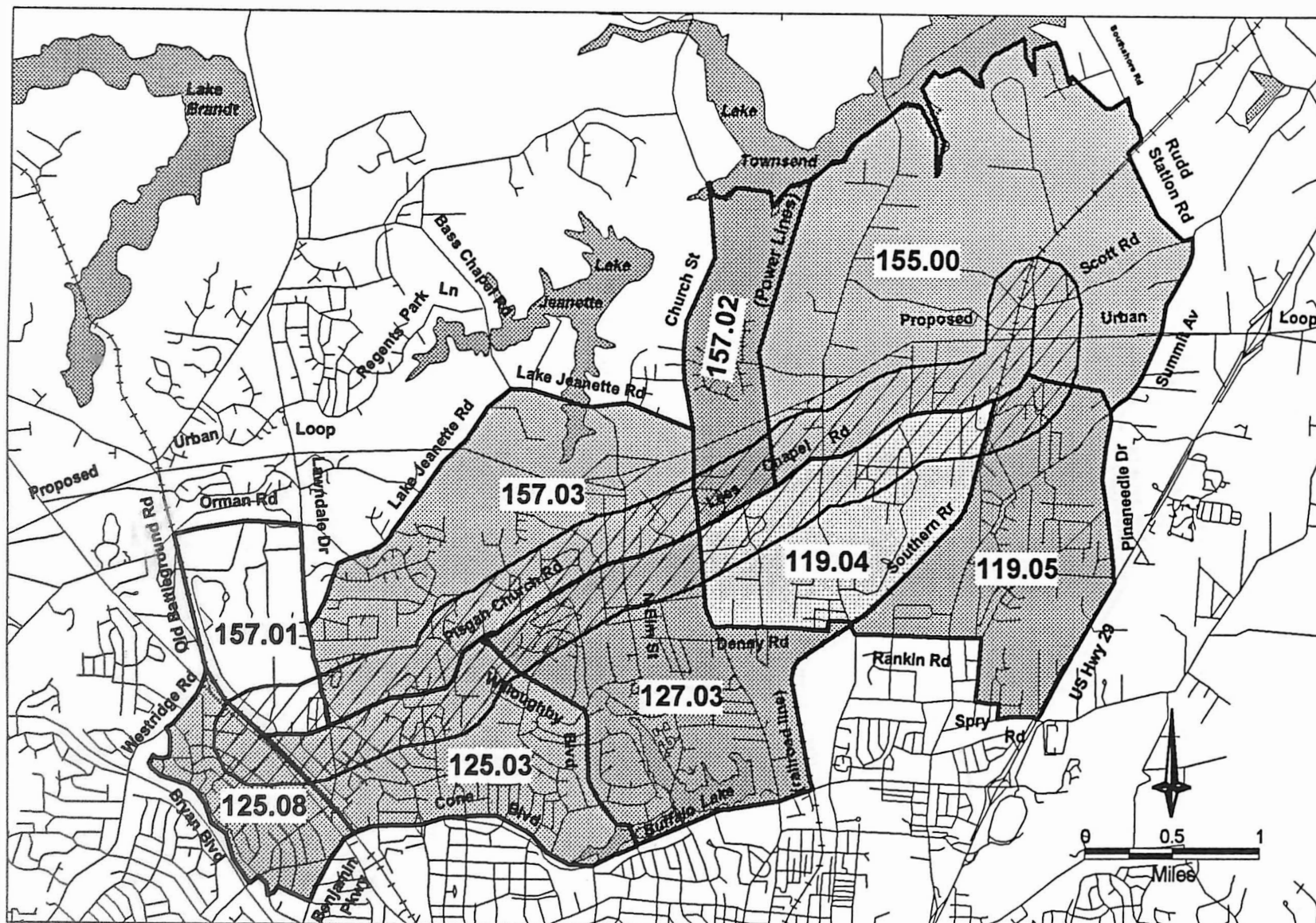


Figure F-7

**Percent Under 18
1990**

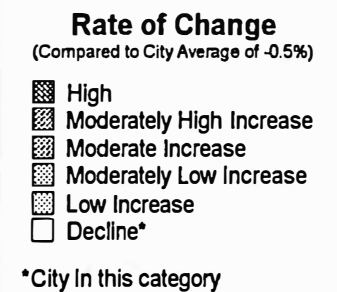
*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Percent <18 Years Old
(Compared to City Average of 21%)

- High
- Moderately High
- About Average
- Moderately Low
- Low

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

***Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC***



32

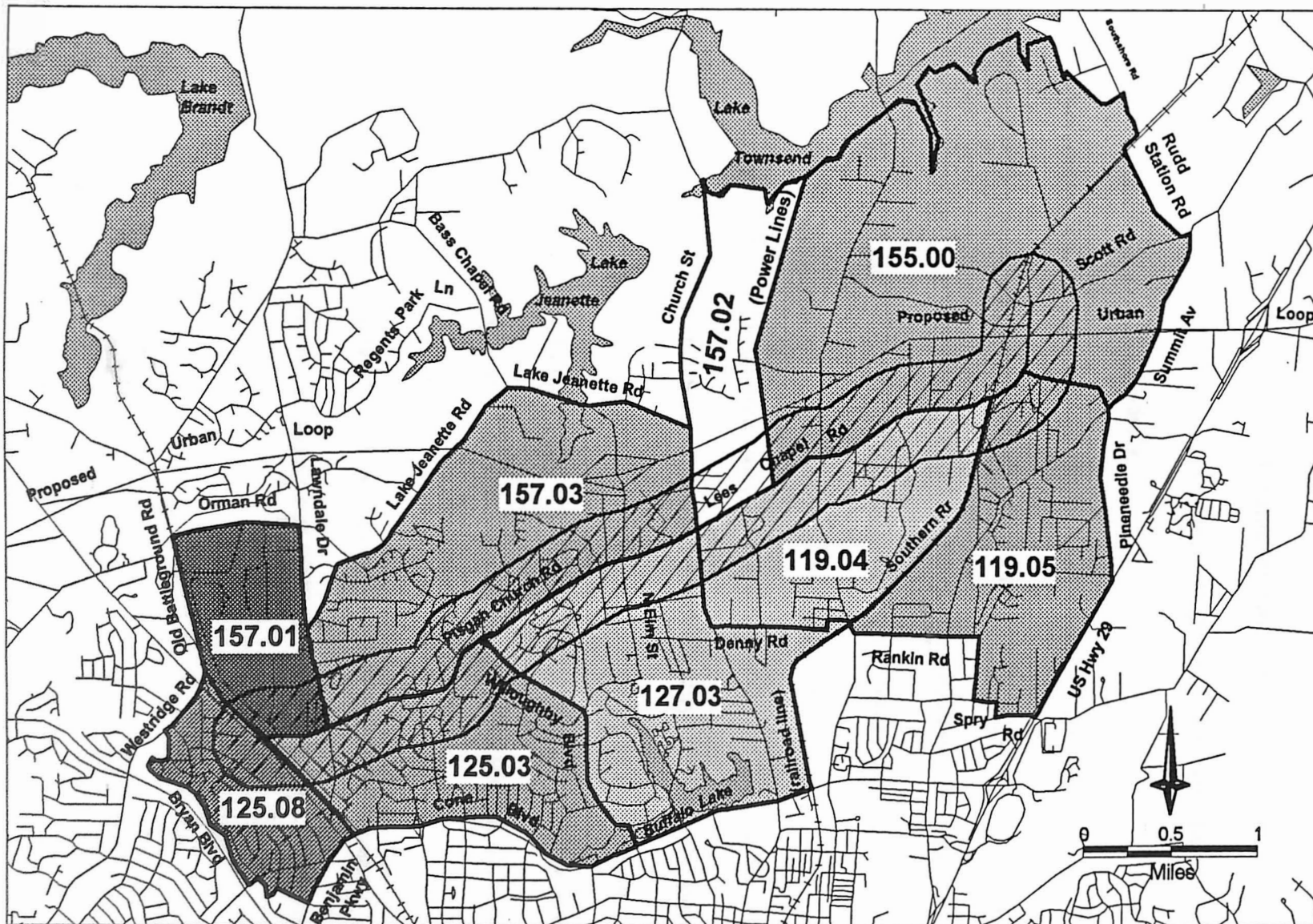


Figure F-9

**Percent
65 Years and Over
1990**

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Percent

(Compared to City Average of 12%)

- High
- ▨ Moderately High
- ▤ About Average
- ▥ Moderately Low
- Low

*City in this category

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

During the 1980s, the number of elderly in the area more than doubled, adding 1,100 persons. Greensboro's elderly population grew by 41 percent during this same time period. The largest number of elderly were added in tracts 127.03--New Irving Park/Spicewood (312), 125.03--New Irving Park/Lawndale Drive Homes/Dellwood Park (242), and 119.05--Summit Hills (221), where growth rates were 262 percent, 108 percent, and 207 percent, respectively (Figure F-10). No tract (or part) lost elderly.

The percentage of the population being widowed varies from three percent in 157.03 to six percent in 119.05, compared to over seven percent in the city (Figure F-11). Yet, the number of widowed persons living in the various area tracts represent increases of between 700 percent and 2,100 percent during the 1980s. (Data are not available for partial tracts.)

c. Racial and Ethnic Composition

The only census tracts in the area surrounding the corridor to have a disproportionately high percentage (57%) of African Americans compared to the city (34%) is the part of tract of 157.02 east of Church Street north of Lees Chapel Road (Figure F-11). The lowest proportions of African Americans (<5%) are found at the western end of the corridor in the parts of tracts 125.08 and 157.01, but percentages for this group are also very low (9%-16%) in tracts 125.03 and 157.03.

During the 1980s, the number and proportion of African Americans increased in each tract (or part). The area gained 1,900 African Americans (78%, compared to a growth rate of 21% for

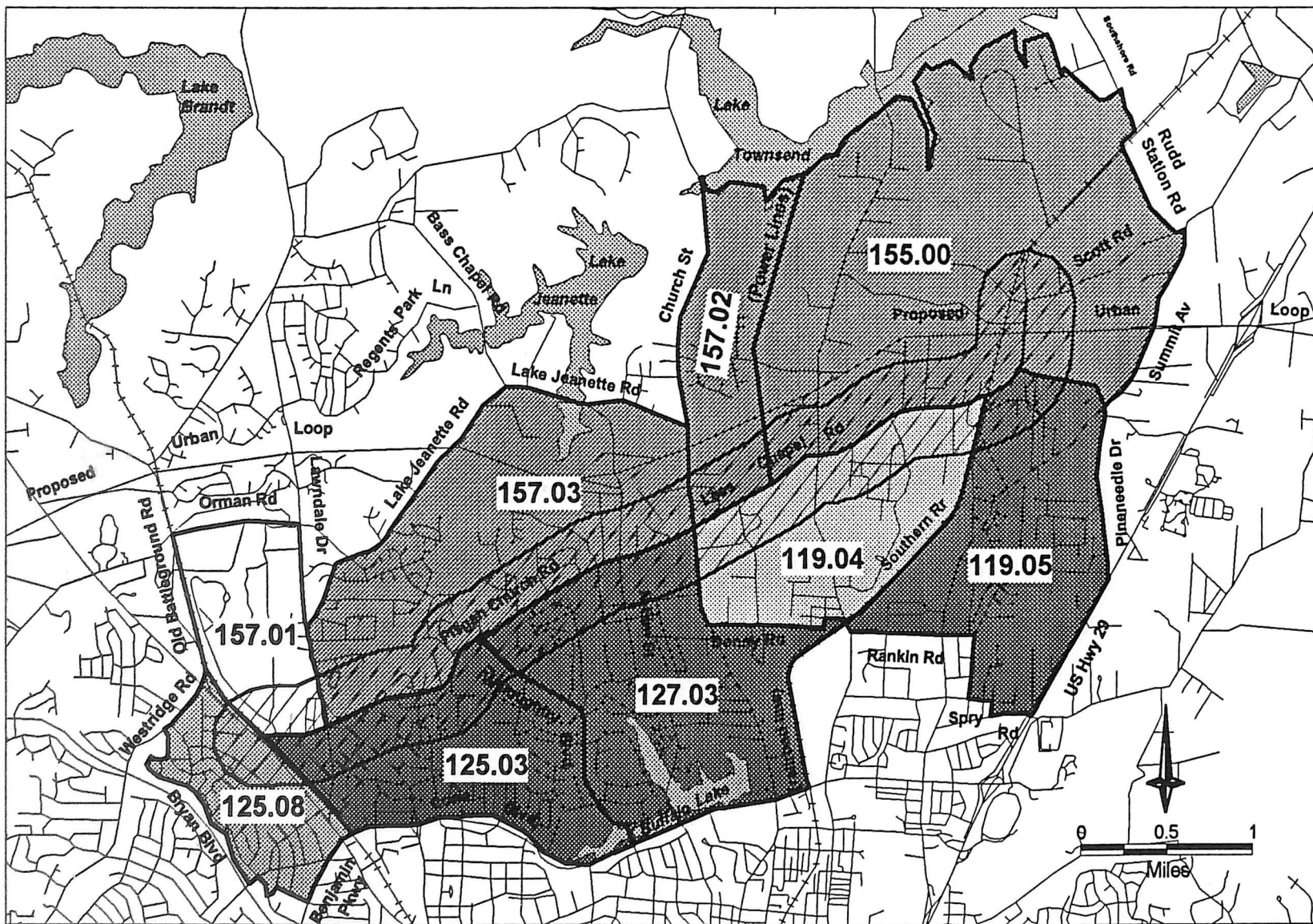


Figure F-10

1980 to 1990 Growth Rate of Elderly

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

Growth Rate

(Compared to City Average of 41%)

- High
- Moderately High
- About Average
- Moderately Low
- Low

SOURCE: 1980 and 1990 Censuses; categorization by Dr. D. Gordon Bennett

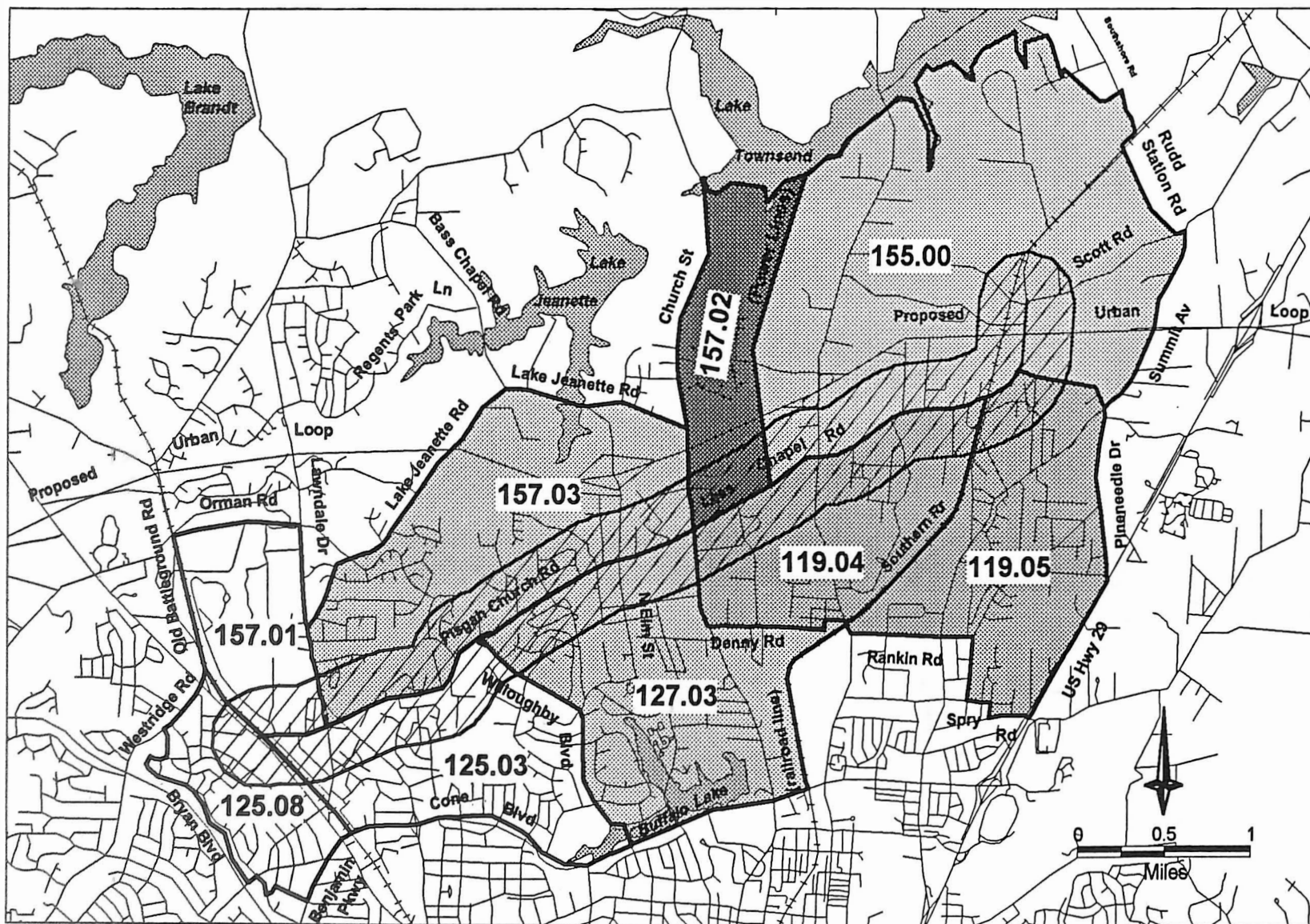


Figure F-11

Percent African American 1990

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

Percent African American (Compared to City Average of 34%)

- High
- Moderately High*
- About Average
- Moderately Low
- Low

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

the city). African Americans accounted for about half of the entire increase for this area, with this group growing nearly four times as fast as the overall population. Although some tracts in the area lost population, all added African Americans. The largest numerical increases for this group occurred in tracts 119.04--south of Lees Chapel Road between Church Street and Southern Railway (535), 127.03--New Irving Park/Spicewood (342), 157.03--Three Meadows/Pineburr/Country Park Acres (285), and the part of tract 157.02--The Orchard (267). The highest rates of growth for this group were in 119.04 (1,620%), the parts of 157.02 (250%) and 155 (208%). See Figure F-12.

No tract has a disproportionate share of Asian Americans, Native Americans, or Hispanics compared to the city, with percentages for each group being two percent or less in each tract in this area.

d. Housing Tenure

There are over 9,600 housing units in the area surrounding the corridor, of which nearly 9,000 are occupied, or about 93 percent. During the 1980s, the number of housing units increased by almost 2,800, or 31 percent, compared to 34 percent for the city. The greatest gains in housing units took place in tracts 127.03 (876), 119.04 (663), and 157.03 (474), with relative growth highest in 119.04 (146%), the part of 155 (85%), and in tract 127.03 (74%). See Figure F-13.

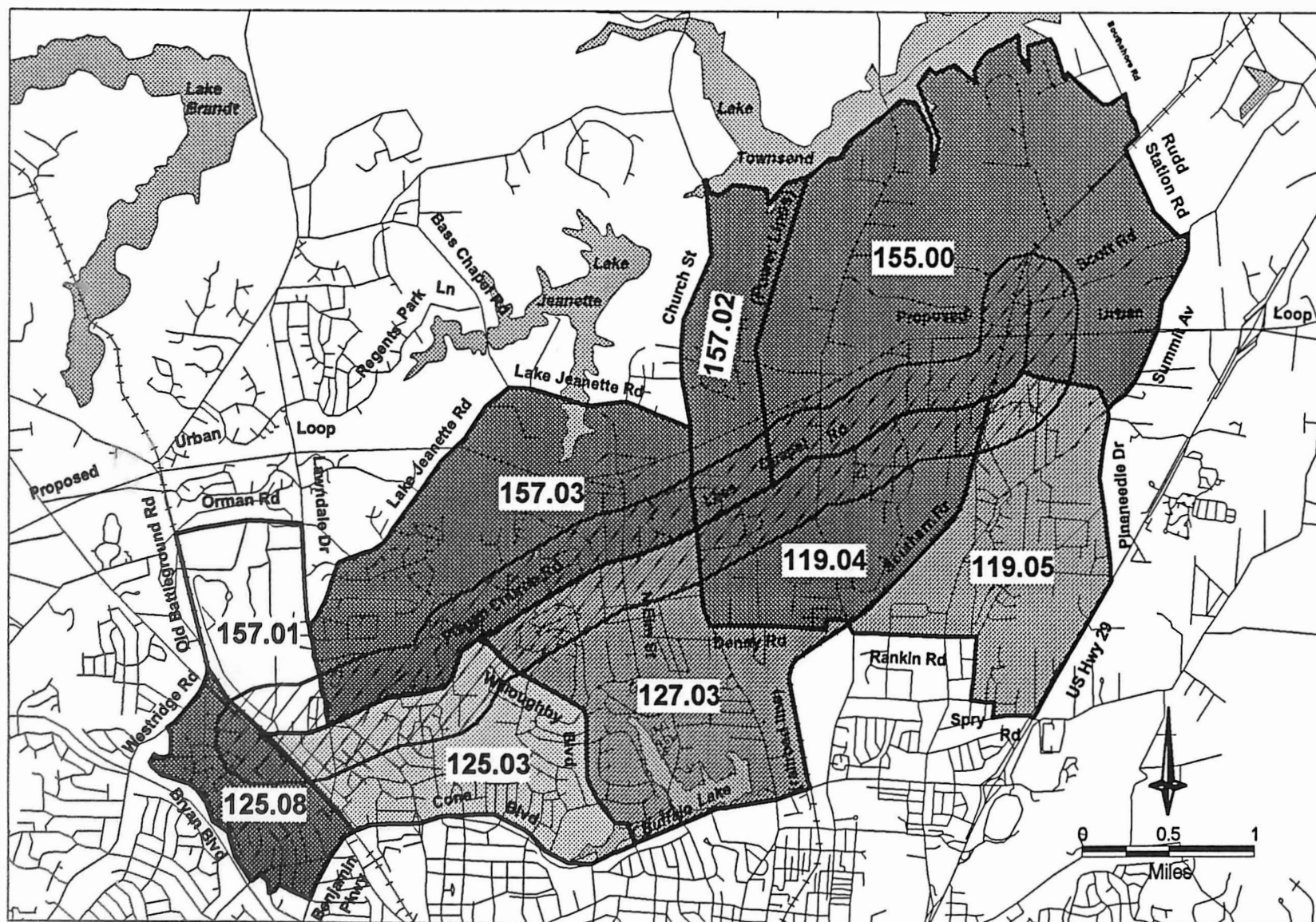


Figure F-12
1980 to 1990
Growth Rate
of
African Americans

*Pisgah Church/
 Lees Chapel Road
 Corridor
 Greensboro, NC*

Growth Rate
 (Compared to City Average of 21%)

- High
- Moderately High
- About Average
- Moderately Low*
- Low
- No Data

*No tract in category

SOURCE: 1980 and 1990 Censuses; categorization by Dr. D. Gordon Bennett

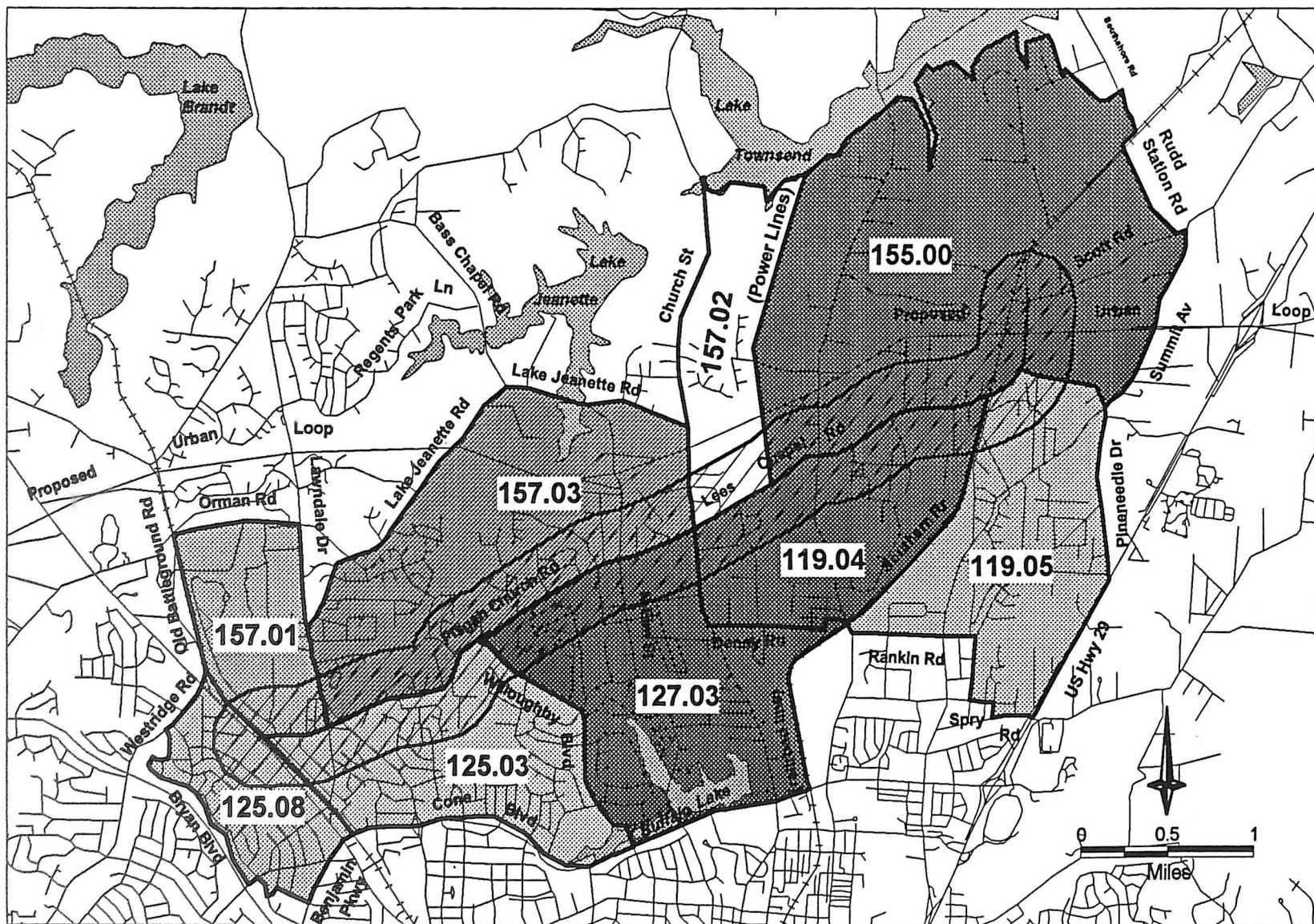


Figure F-13
1980 to 1990
Growth Rate
of
Housing Units

*Pisgah Church/
 Lees Chapel Road
 Corridor
 Greensboro, NC*

Growth Rate
 (Compared to City Average of 34%)

- High
- ▨ Moderately High
- ▩ About Average*
- ▤ Moderately Low
- ▦ Low
- Decline

*No tract in category

SOURCE: 1980 and 1990 Censuses; categorization by Dr. D. Gordon Bennett

Approximately 60 percent of the occupied units are inhabited by the owners, compared to 54 percent for the city. Tracts 119.04 and 127.03 contain the lowest proportions of owner-occupied units (32% and 45%, respectively), whereas tract 125.03 and parts of tracts 125.08 and 157.02 have the highest percentages (78%, 83%, and 90%, in that order). See Figure F-14.

During the 1980s, the number of owner-occupied units rose by almost 1,100, or 25 percent, whereas renter-occupied units grew by nearly 1,500, or 67 percent. Thus, the proportion of units being owner-occupied declined during this period. The percentage dropped the most in tract 119.04 (33 points) and in the parts of tracts 157.01--the Jaycee Park area (26 points) and 155--north of Lees Chapel Road and east of Yanceyville Street (19 points). However, the proportion rose slightly (<4 points) in tracts 125.03 and 127.03 and the parts of tracts 157.02 and 157.03.

African American-occupied units are disproportionately inhabited by renters (92%). In addition, 60 percent of Asian American-occupied units are rental, as are 57 percent of Hispanic-occupied units.

The vacancy rate for the area is seven percent, which is about the same as the city (6.9%). However, these rates vary from 10 percent to 13 percent in tracts 119.04 and 127.03 and the part of tract 155. They are lowest (1.9%) in the part of tract 125.08 and very low (4.3%-4.7%) in tracts 125.03 and 157.03, as well as the part of tract 157.02.

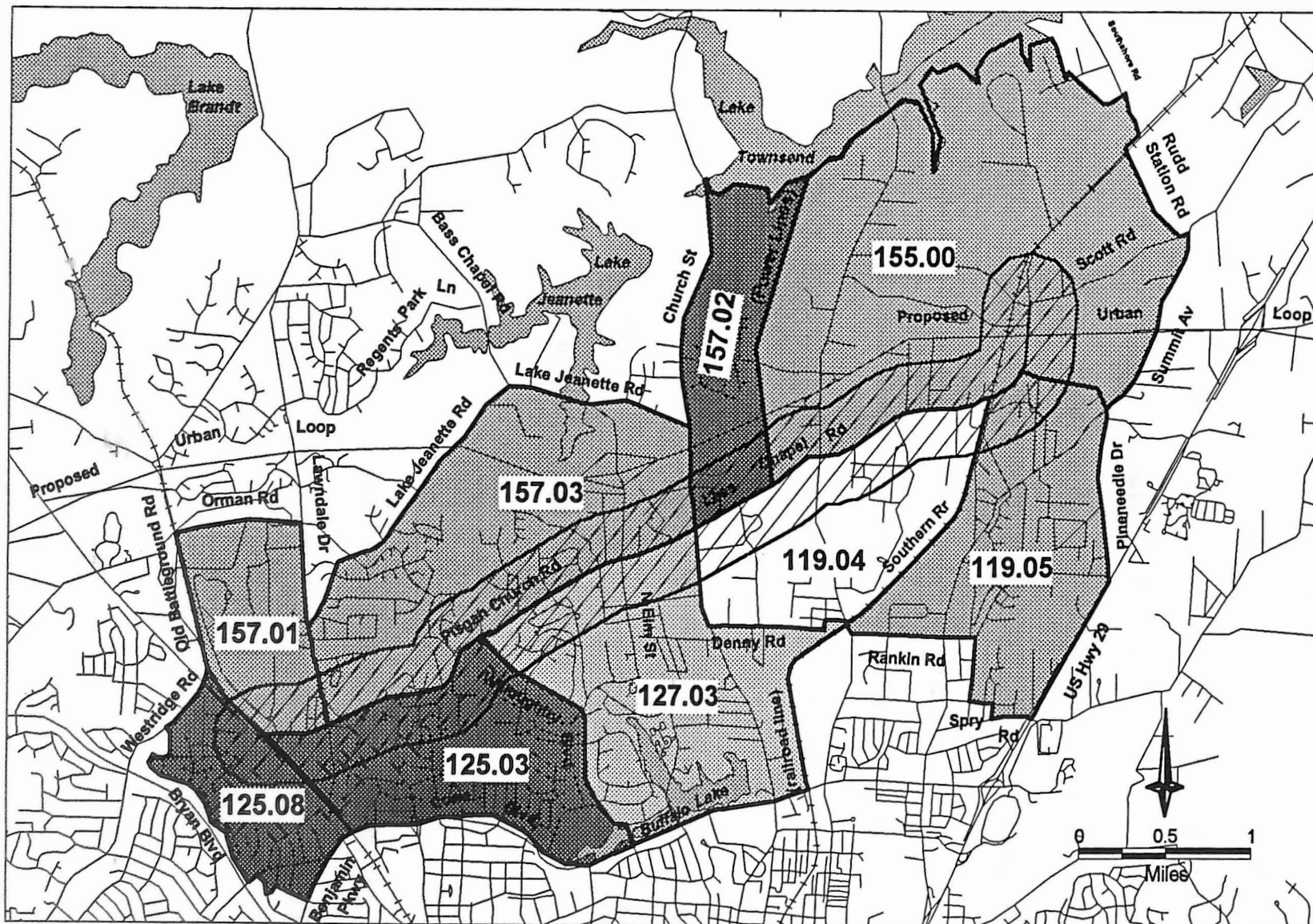


Figure F-14

Percent Owner-Occupied Housing Units 1990

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Percent Owner-Occupied Units
(Compared to City Average of 54%)

- High
- Moderately High*
- About Average
- Moderately Low
- Low

*No tract in category

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

e. Median Housing Value and Average Rent

The average value of owner-occupied housing units in the area is over \$116,000, compared to just over \$100,000 for the city. Average values vary greatly within the area, however, ranging from \$57,000 to \$63,000 in tracts 119.04 and 119.05 at the eastern end of the corridor to \$142,000 in 125.03 and \$219,000 in 127.03, both of which contain part of New Irving Park (Figure F-15). All the other tracts (or parts of tracts) have average values between \$74,000 and \$93,000. Interestingly, the tract with the highest average housing value (127.03) has one of the lowest average rents (\$342), which is below the city average (\$365). See Figure F-16. This same tract also has a great disparity in owner-occupied housing values, with nearly half being worth \$200,000 or more and almost a third being valued at less than \$80,000.

The mean rent for the area is \$384, compared to \$365 for the city. The lowest mean rents are in tracts 119.05 (\$306) and 127.03 (\$342). See Figure F-16. These two tracts have the highest percentages of overcrowding (4%), compared to the city average of two percent. Whereas only eight percent of tract 119.05 rental units are in structures of 10 or more units, 61 percent of 127.03's units are in buildings this large.

f. Socio-Economic Characteristics

Data for education, occupation, income, poverty, mobility, and children in households with female householders are not always available for the parts of tracts 125.08, 155, 157.01, and 157.02. The reason is that block data, which are much more limited, had to be aggregated for

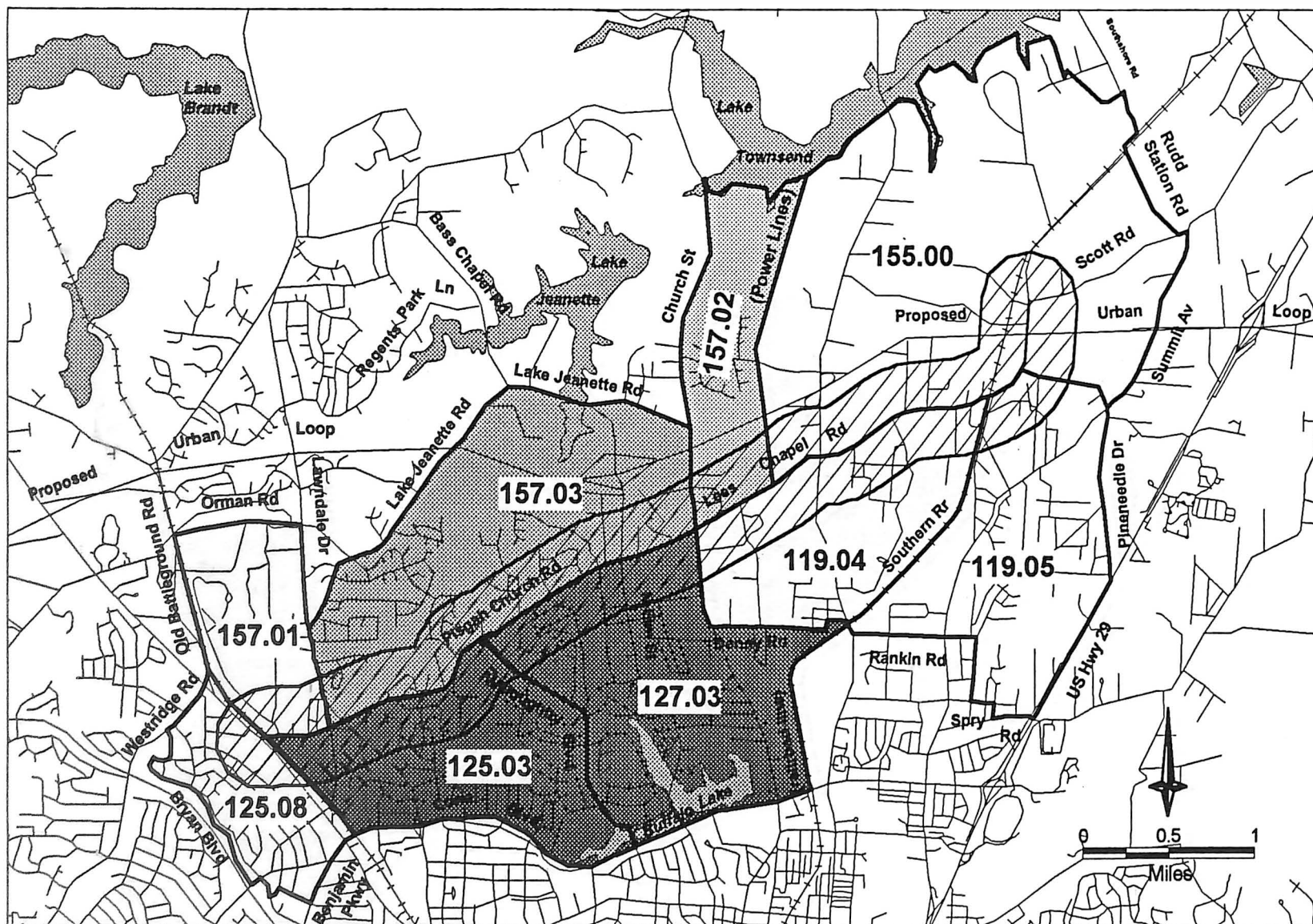


Figure F-15

Average Housing Value 1990

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Average Housing Value (Compared to City Average of \$100,000)

- High
- Moderately High*
- About Average
- Moderately Low
- Low

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

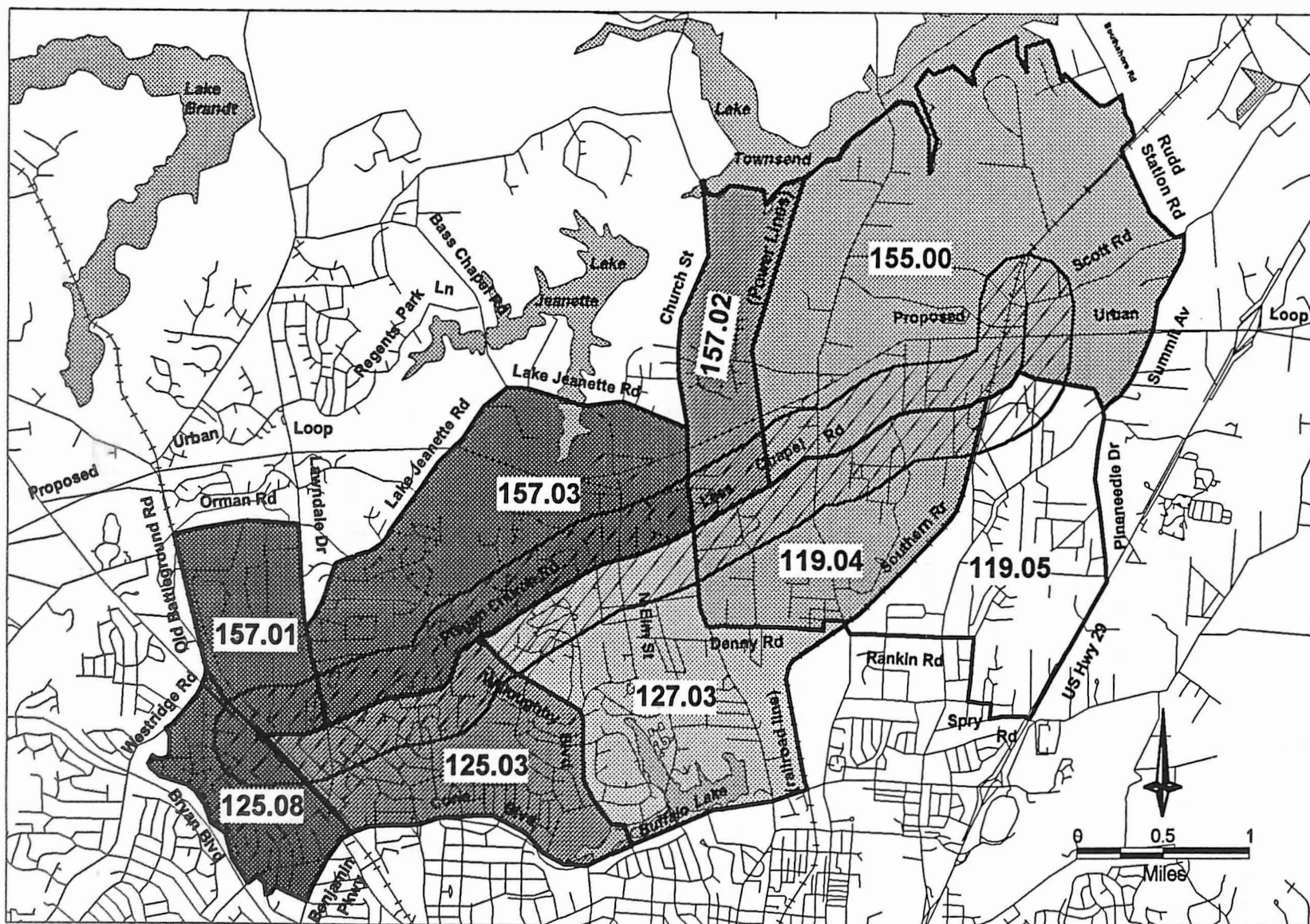


Figure F-16

Average Rent 1990

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Average Rent

(Compared to City Average of \$385)

- High
- Moderately High
- About Average
- Moderately Low
- Low

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

these partial tracts. For the other tracts (119.04, 119.05, 125.03, 127.03 and 157.03), those at the eastern end of the corridor (119.05 and 119.04) have the lowest percentages of persons 25 years of age and over with a high school diploma (59% and 70%, respectively), whereas the other three tracts have the highest percentages (81%- 91%). The city average is 79 percent (Figure F-17). Tracts 119.05 and 119.04 have the lowest proportions of college graduates (6% and 17%, respectively), while 125.03 and 157.03 have the highest (44%-45%). The city average is 30 percent (Figure F-18).

Tracts 119.04 and 119.05 also have the lowest percentages of workers in executive/managerial/professional occupations (3%-10%), compared to 32 percent to 38 percent in the other three tracts. The city average is 28 percent (Figure F-19). These patterns are reflected in income variations. Median and mean household income figures reveal considerable income disparities among those living in two of the tracts. Median household incomes are \$20,500 to \$21,600 in tracts 119.05 and 119.04, compared to a city median of \$29,200 (Figure F-20). They range from \$36,900 (127.03) to \$42,200 (157.03) in these tracts, tract 125.03 and in the part of 125.08. There are much greater disparities of income within tracts 127.03 and 125.03 than elsewhere in the area and in the city as a whole.

As might be expected, the average household income of homeowners is higher than that of renters in all of the tracts in the area surrounding the corridor. The mean household income for renters varies from \$20,600 to \$21,300 in tracts 119.05 and 119.04, respectively, to \$27,800 to

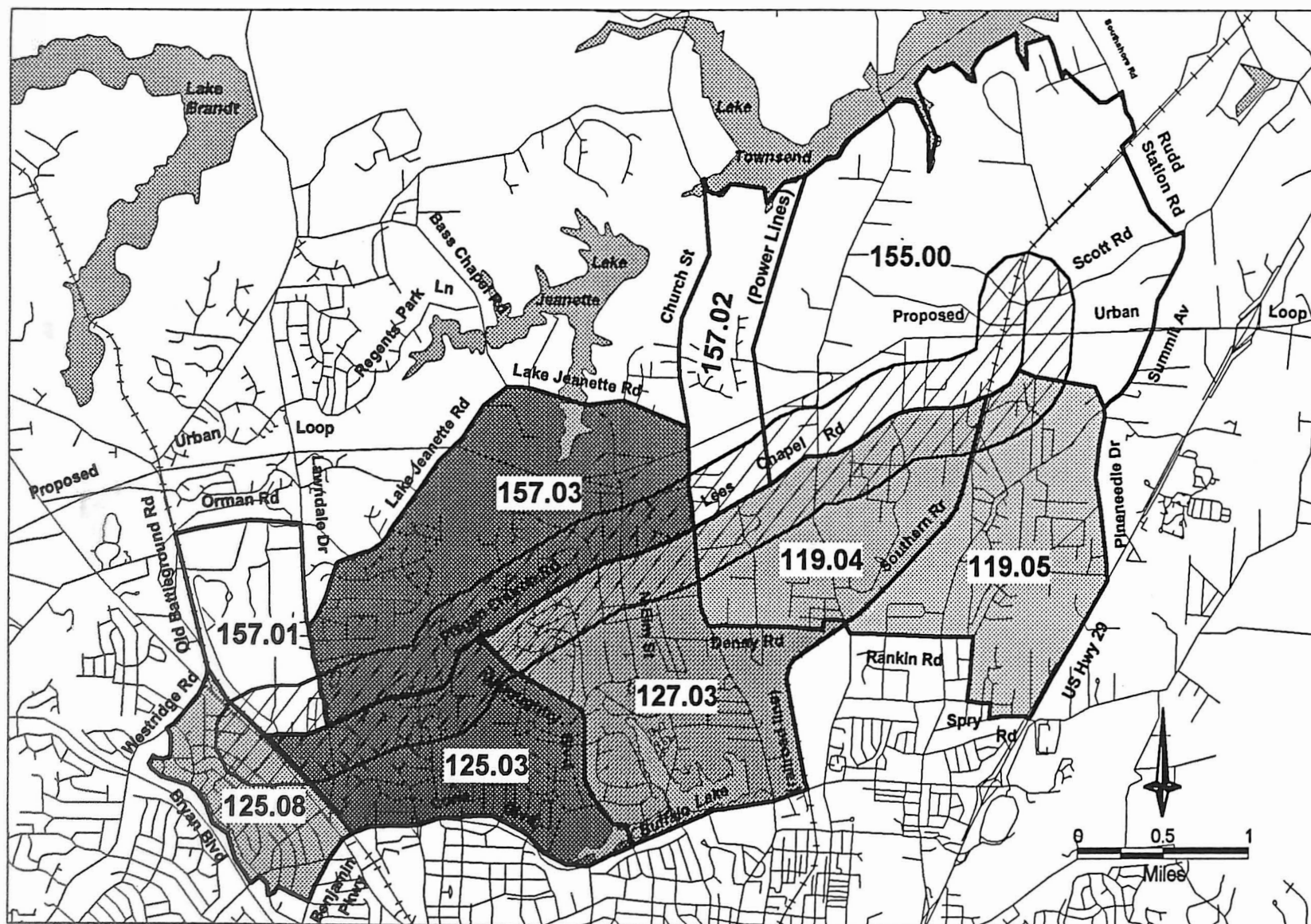


Figure F-17

**Percent
High School
Graduates
1990**

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Percent High School Graduates
(Compared to City Average of 79%)

- High
- Moderately High*
- About Average
- Moderately Low
- Low
- No Data

*No tract in category

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

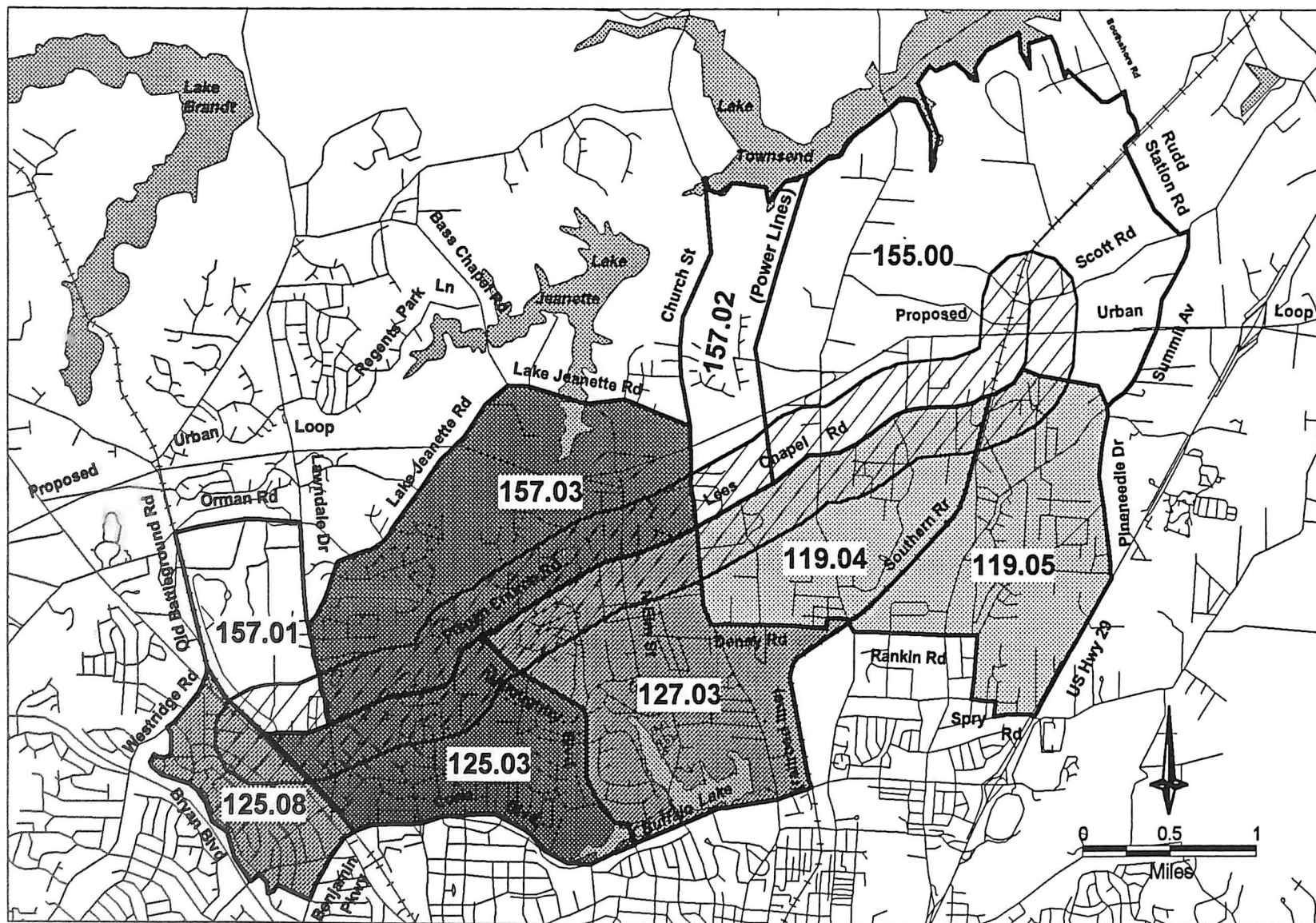
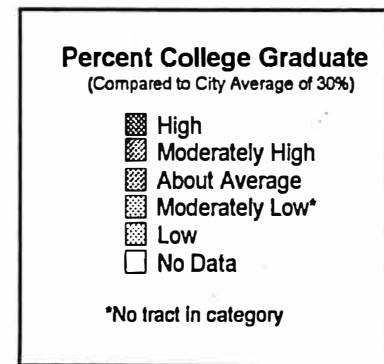


Figure F-18

**Percent
College Graduates
1990**

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*



SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

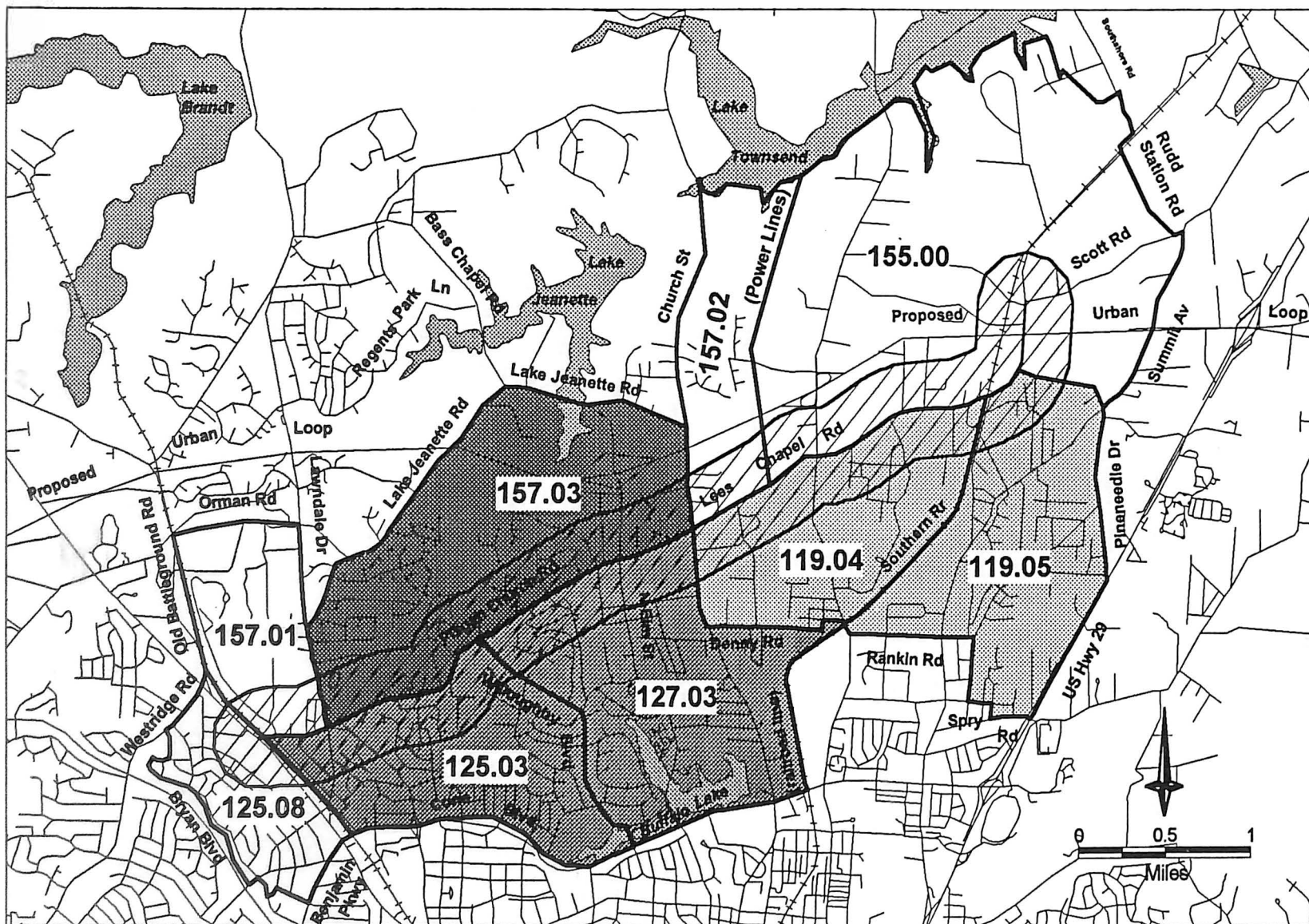


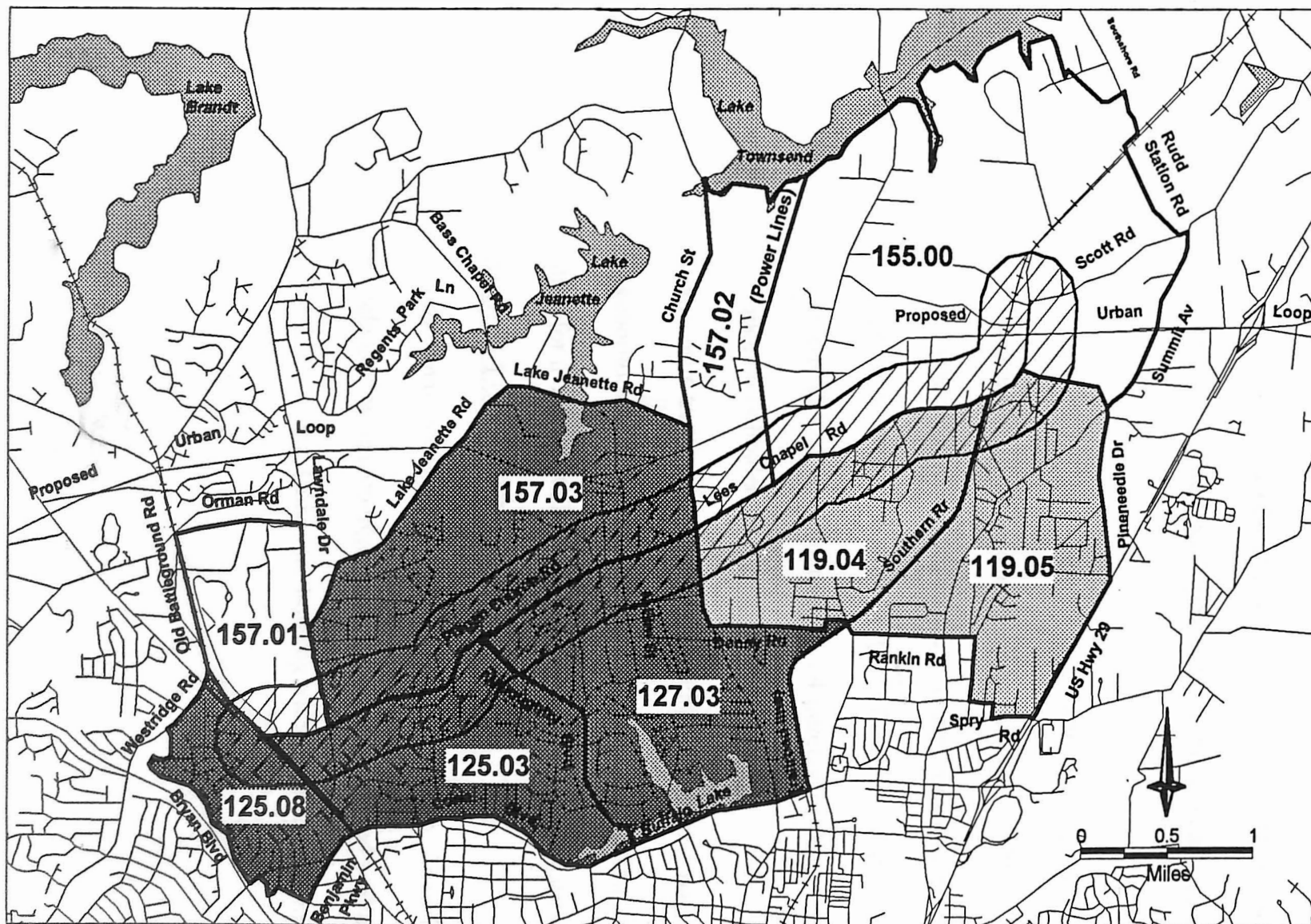
Figure F-19
Percent of Workers
Employed in
Executive,
Managerial or
Professional
Occupations
1990
*Pisgah Church/
 Lees Chapel Road
 Corridor
 Greensboro, NC*

Percent of Workers
 (Compared to City Average of 28%)

- High
- ▨ Moderately High
- ▤ About Average*
- ▥ Moderately Low*
- Low
- No Data

*No tract in category

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett



SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

\$29,600 in 127.03 and 125.03, in that order, to \$36,100 in 157.03. Mean household income for homeowners, on the other hand, ranges from \$33,500 to \$37,500 in 119.04 and 119.05, respectively, to \$51,200 in 157.03, \$69,200 in 125.03, and \$94,800 in 127.03.

Poverty rates are highest in tracts 119.04 (13%) and 119.05 (20%), whereas they are lowest in tracts 125.03 and 157.03 (4%). The overall poverty rate for Greensboro is 12 percent (Figure F-21).

The percentage of children under 18 years of age living in families with female householders ranges from nine percent to 14 percent in the part of tract of 128.04 and in tracts 125.03 and 157.03 to 34 percent in tract 119.05 (Figure F-22). The proportions of white children in such families is about 12 percent, except in 119.05 (15%), which also has the highest proportion of its residents in poverty (20%). In Greensboro, 24 percent of those under 18 years of age live in families with a female householder.

A traverse through the census tracts encompassing the Pisgah Church Road/Lees Chapel Road Corridor reveals neighborhoods with a great diversity of population and housing characteristics. See Appendix I for a more detailed analysis of each tract in the Corridor area.

3. NEIGHBORHOODS ALONG THE CORRIDOR

Thirteen "neighborhoods" were identified along the Pisgah Church Road/Lees Chapel Road Corridor. These were delimited where contiguous census blocks existed within the census tracts surrounding it (Figure F-23). Along Corridor, housing varies greatly in value and type

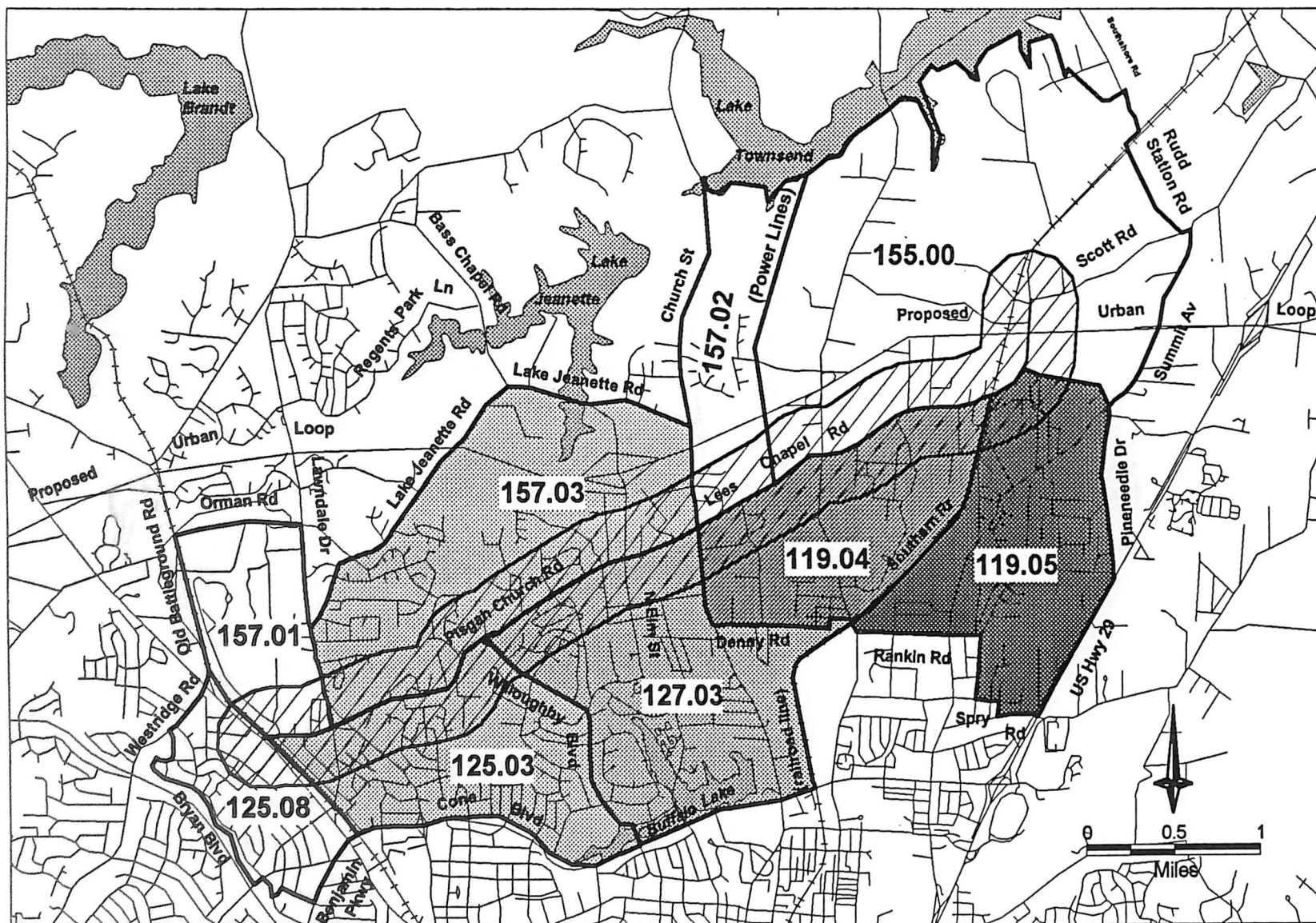


Figure F-21
Percent
in
Poverty
1989

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Percent in Poverty
(Compared to City Average of 12%)

- High
- ▨ Moderately High
- About Average*
- ▤ Moderately Low
- ▥ Low
- No Data

*No tract in category

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

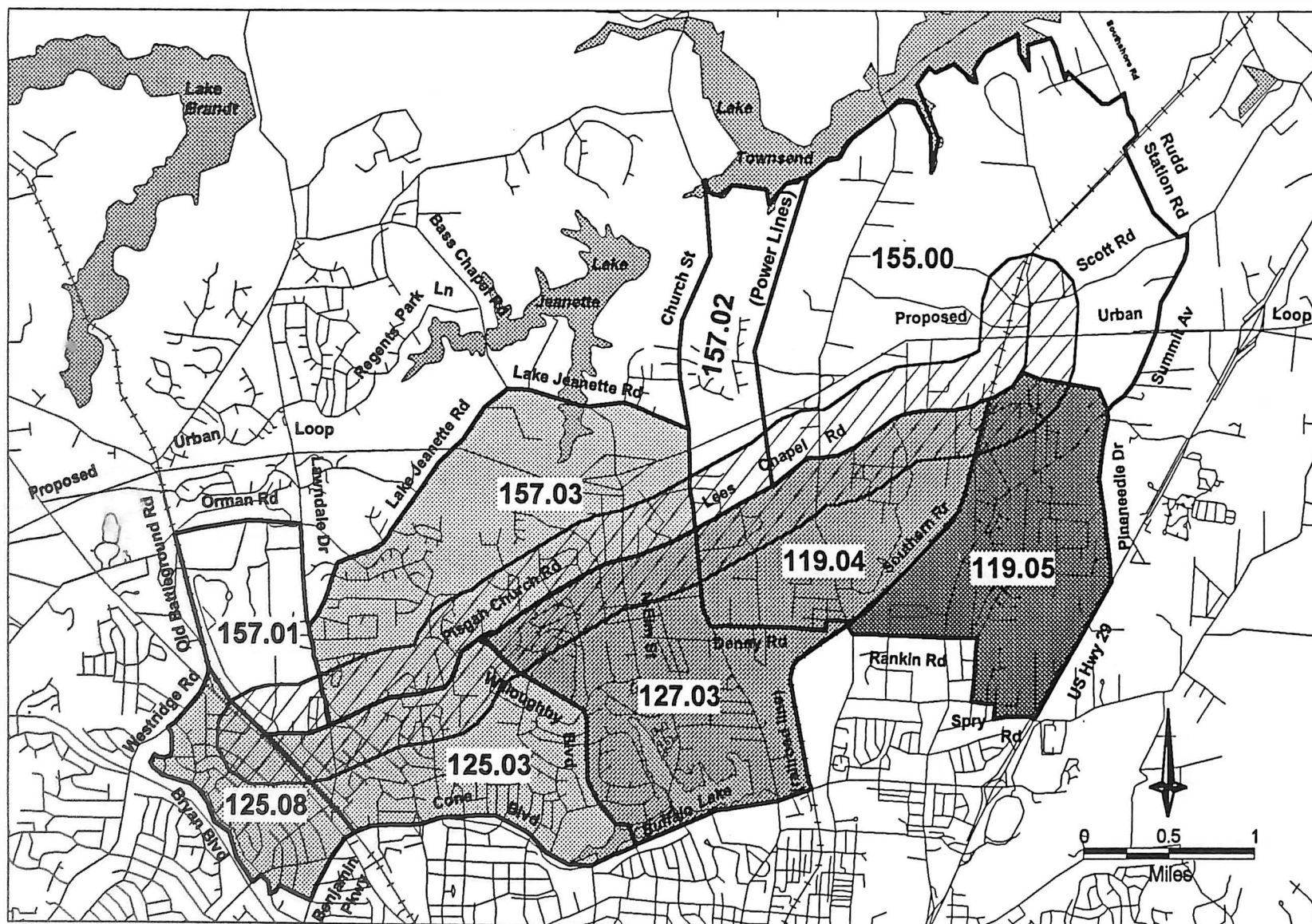


Figure F-22

Percent of Children in Household with Female Householder 1990

Pisgah Church/ Lees Chapel Road Corridor Greensboro, NC

Percent of Children In House
(Compared to City Average of 24)

- High
- Moderately High*
- About Average
- Moderately Low*
- Low
- No Data

*No tract in category

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett



Figure F-23

Neighborhoods in the Corridor 1990

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

(Figure F-24). The lowest value owner-occupied housing is at the east end, but low-value units also comprise the central area around the developing commercial nodes at Elm and at Church Streets. Moderately-low value housing is found around the commercial nodes at the west end of the corridor at Lawndale Drive and at Battleground Avenues. Very large, high-value owner-occupied housing, with the most persons per unit, are located south of Pisgah between the western and central commercial areas of moderately-low and low value units. Renter occupied units are primarily just east of the western (Lawndale Drive) commercial area north of Pisgah Church Road and between and around the two central commercial nodes at Elm and at Church Streets. High rents (X almost \$500) tend to dominate the western end of the corridor, while below-average rents ($X = <\$350$) are found in the central area, and very low rents ($X = <\$300$) in the eastern end.

The population of most neighborhoods is predominantly (>90%) white, non-Hispanic, except in the two central core neighborhoods around the Church Street intersection, where this group is under 50 percent and other ethnic groups are well represented and where the most housing containing 10 or more units and the fewest rooms are found, and at the extreme eastern end of the corridor (Figure F-25). The highest percentages of children are located south of Pisgah between Church Street and Cecil Streets. The largest proportions of the elderly are found in the four western predominantly owner-occupied neighborhoods and just south of the corridor along Yanceyville Street (Figure F-26). The highest proportion of working-age adults living alone is

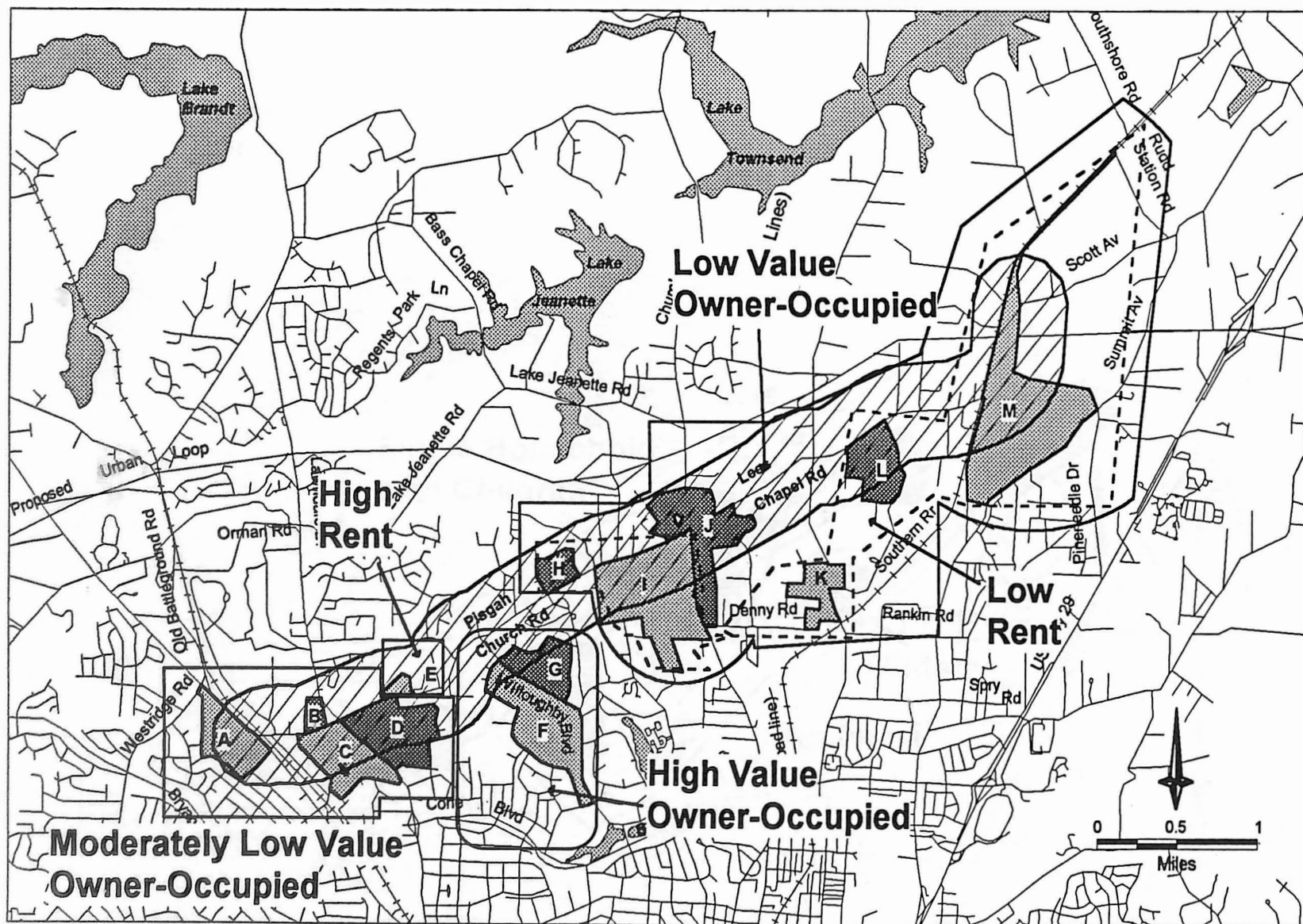


Figure F-24

Housing Tenure and Value 1990

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

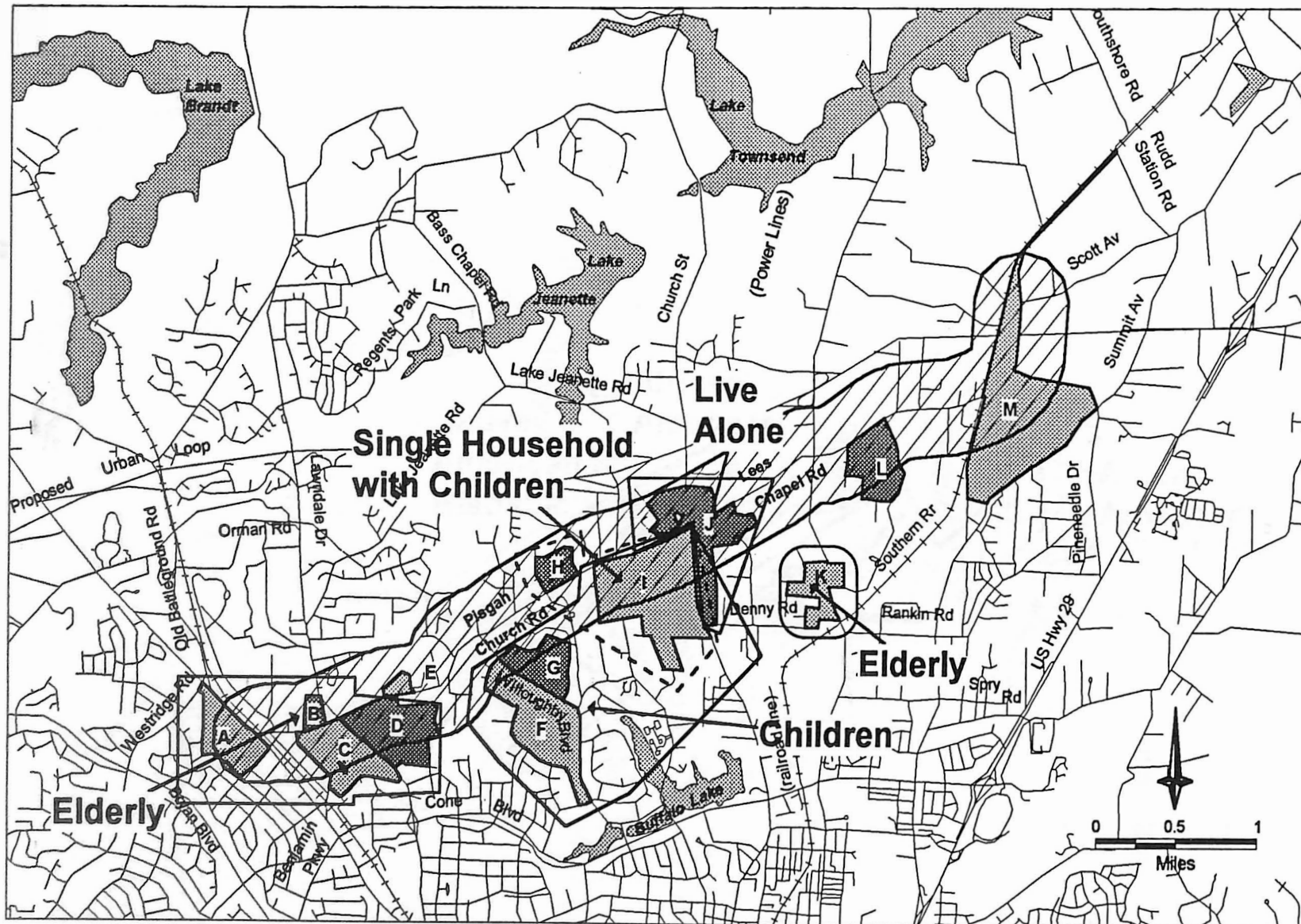


Figure F-25

Household Member Concentrations 1990

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

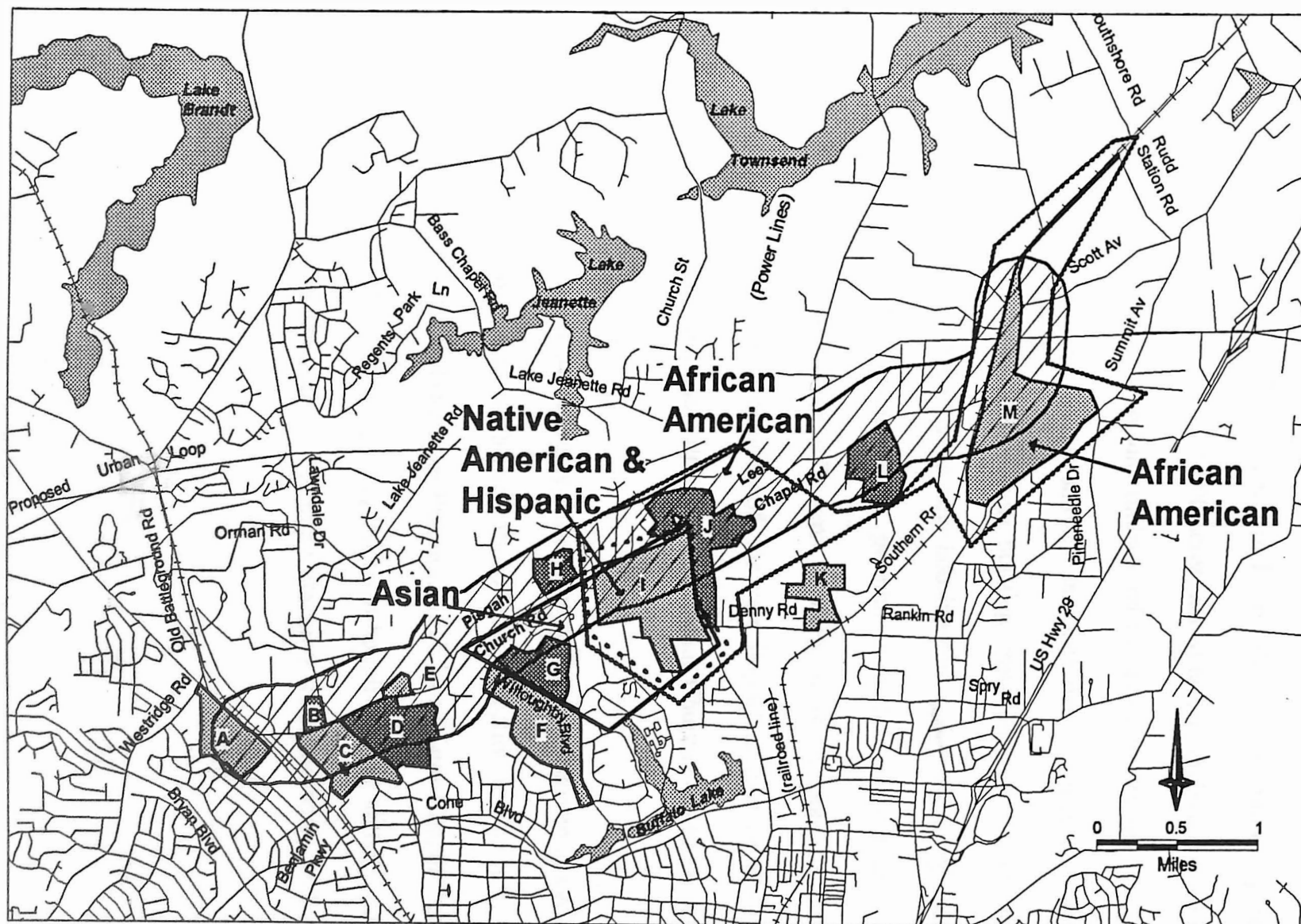


Figure F-26

Minority Group Concentrations 1990

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

SOURCE: 1990 Census; categorization by Dr. D. Gordon Bennett

located north and west of the Pisgah/Church Street intersection, a neighborhood which also has the fewest persons per occupied unit. See a more detailed analysis in Appendix II.

G. NEW HOUSING MARKETS IN THE CORRIDOR

The Pisgah Church Road/Lees Chapel Road Corridor is predominantly residential in nature, with just over 85 percent, or nearly 1,900 acres, zoned either single-family or multi-family residential. It is, therefore, important to fully understand the evolutionary dynamics of the new housing market in the corridor since radical shifts in land-use patterns may have occurred that involved little or no rezoning activity (i.e., new housing completions on land already zoned residential). The City of Greensboro tracks new housing unit completions by cataloging and mapping the issuing of "ready for occupancy" permits through approved inspections. By examining the distribution and volume of permit activity, it is possible to develop some understanding of the evolutionary trajectories of this very important part of the land market, particularly as it affects future land use patterns in the Pisgah Church Road/Lees Chapel Road Corridor (Table 4).

The housing market tends to be highly dependent on broader economic cycles affecting the region and nation's economy, and north Greensboro is no exception to this rule. During the growth economy of the mid-to-late 1980s, the Pisgah Church Road/Lees Chapel Road Corridor experienced a large number of new housing completions although housing activity slowed during the 1990-1992 recession. As the nation's economy emerged from the early 1990s recession,

housing completions began to pick up in north Greensboro but largely in new and different locations, especially to the north of the Pisgah Church Road/Lees Chapel Road Corridor.

According to a recent study of Greensboro's housing market, the north Greensboro area was the fastest growing housing market in the city with 700 new homes built and sold since 1990 (*News and Record* 1995).

1. GROWTH ECONOMY OF MID-1980s

During the growth economy of the late 1980s, an estimated 910 new housing units were completed in the Pisgah Church Road/Lees Chapel Road Corridor compared to only 104 such units during the 1990-1992 recession. Almost all the new housing completions during these two time periods occurred in the Braxton Lane East to Bell Orchard Drive/Baylor Street sub-corridor and the Church Street/Wind Road to Scott Road sub-corridor with little residential development in the western and central portions of the Pisgah Church Road/Lees Chapel Road Corridor.

In the mid-to-late 1980s, most of the new housing development in the Braxton Lane East to Bell Orchard Drive/Baylor Street sub-corridor involved the Bellwood Village development north of Pisgah Church Road on Baylor Street and the rapidly growing New Irving Park neighborhood off Willoughby Boulevard. The New Irving Park development involved largely single-family residential units while the Bellwood Village project involved a mix of single-family units, townhomes, and condominiums. From 1985 to 1989, the sub-corridor added an estimated 201 new housing units. During the early 1990s, this dropped to 89 units.

By contrast, the Church Street/Wind Road to Scott Road sub-corridor experienced a significant volume of new multi-family unit completions from 1985 to 1989 involving an estimated 587 new housing completions (i.e., primarily the Westwind/Woodwind apartment complex to the east of the Church Street Crossing Shopping Center off Church Street). From 1990 to 1992, little new residential development occurred in this sub-corridor.

2. GROWTH ECONOMY OF THE MID-1990s

As the nation's economy began to emerge from the early 1990s recession, the north Greensboro housing market began to recover, especially in the Lake Jeanette region. However, the only significant activity actually within the Pisgah Church Road/Lees Chapel Road Corridor was the limited build-out of the near complete Bellwood and Irving Park Villages in the Braxton Lane East to Bell Orchard Drive/Baylor Street sub-corridor. Also, the small residential development on Woodberry Lake Drive/Spring Chapel Court to the north of Lees Chapel Road between Church Street and the Duke Power right-of-way in the eastern-most sub-corridor was built. In total, only an estimated 103 new housing completions occurred in the Pisgah Church Road/Lees Chapel Road Corridor between 1993 to 1995 (less units than during the 1990 to 1992 recession). The bulk of the housing market activity during this second phase of economic growth had shifted north of the Pisgah Church Road/Lees Chapel Road Corridor to the Lake Jeanette area.

3. THE LAKE JEANETTE MARKET

During the 1990s, most of the activity in the north Greensboro housing market occurred in the Lake Jeanette region, although during the earlier growth economy of the mid-1980s much of this activity was focused on development in the Regents Park Lane area to the northwest between Lawndale Drive and Bass Chapel Road. During the 1989 to 1992 recession, housing starts in the Lake Jeanette area slumped. For example, the area bounded by Lawndale Drive, Lake Jeanette Road, Bass Chapel Road and Kello Drive reported an estimated 164 housing completions from 1985 to 1989. But during the 1990 to 1992 recession period, only an estimated 35 housing completions were reported for the same area (Table 4).

Since 1992, new housing activity in the Lake Jeanette region has rapidly recovered led by the Cornwallis Development Company Villages at Lake Jeanette project. Cornwallis Development - the real estate arm of Cone Mills - was Guilford County's largest residential developer in 1995 largely on the strength of the Lake Jeanette project (a developer is defined as a company that prepares and sells lots to individual builders) (*News and Record* 1996). From 1993 through 1995, an estimated 309 housing completions were reported for the Lake Jeanette region (nearly double the number of housing completions for the same area during the 1985 to 1989 growth economy). The vast majority of these housing completions occurred in the 750-acre Villages of Lake Jeanette project. The Villages of Lake Jeanette complex is a sophisticated, multi-neighborhood development emphasizing neo-traditional town plan concepts and a variety of

housing types. The major residential pods are clustered around the 270-acre Lake Jeanette and include: Southern Shores, Eastern Shores, The Point and Northern Shores (Table 5 and Figure G.

1). Although much of the Villages of Lake Jeanette development is in its infancy, over 400 residential lots had been developed through 1995 - the majority in the Southern Shores neighborhood to the southwest of Lake Jeanette along Regents Park Lane. The Eastern Shores neighborhood of Lake Jeanette is also well-developed with over 130 lots developed through 1995. Other on-going developments include Indigo on the Lake, Checkerberry Square, and Laurel Cove at The Point at Lake Jeanette, while the Northern Shores neighborhood will be developed through 1997. Other future developments include a 34-acre up-scale shopping center on the west side of Elm Street adjacent to the on/off ramp intersection with the proposed urban loop.

The Lake Jeanette project has also triggered additional residential development nearby, especially near the Lake Jeanette Road/Bass Chapel Road intersection. On-going residential developments include projects by Arapaco Homes and Kavanaugh Company. Although much of the residential development in the Lake Jeanette area is high-quality and environmentally friendly, it is clear that traffic volume along North Elm Street and Lawndale Drive north of the Pisgah Church Road/Lees Chapel Road Corridor will increase substantially throughout the rest of the 1990s as will the demand for a great variety of consumer services possibly in the Pisgah Church Road/Lees Chapel Road Corridor. Furthermore, the purchasing power of many of these new

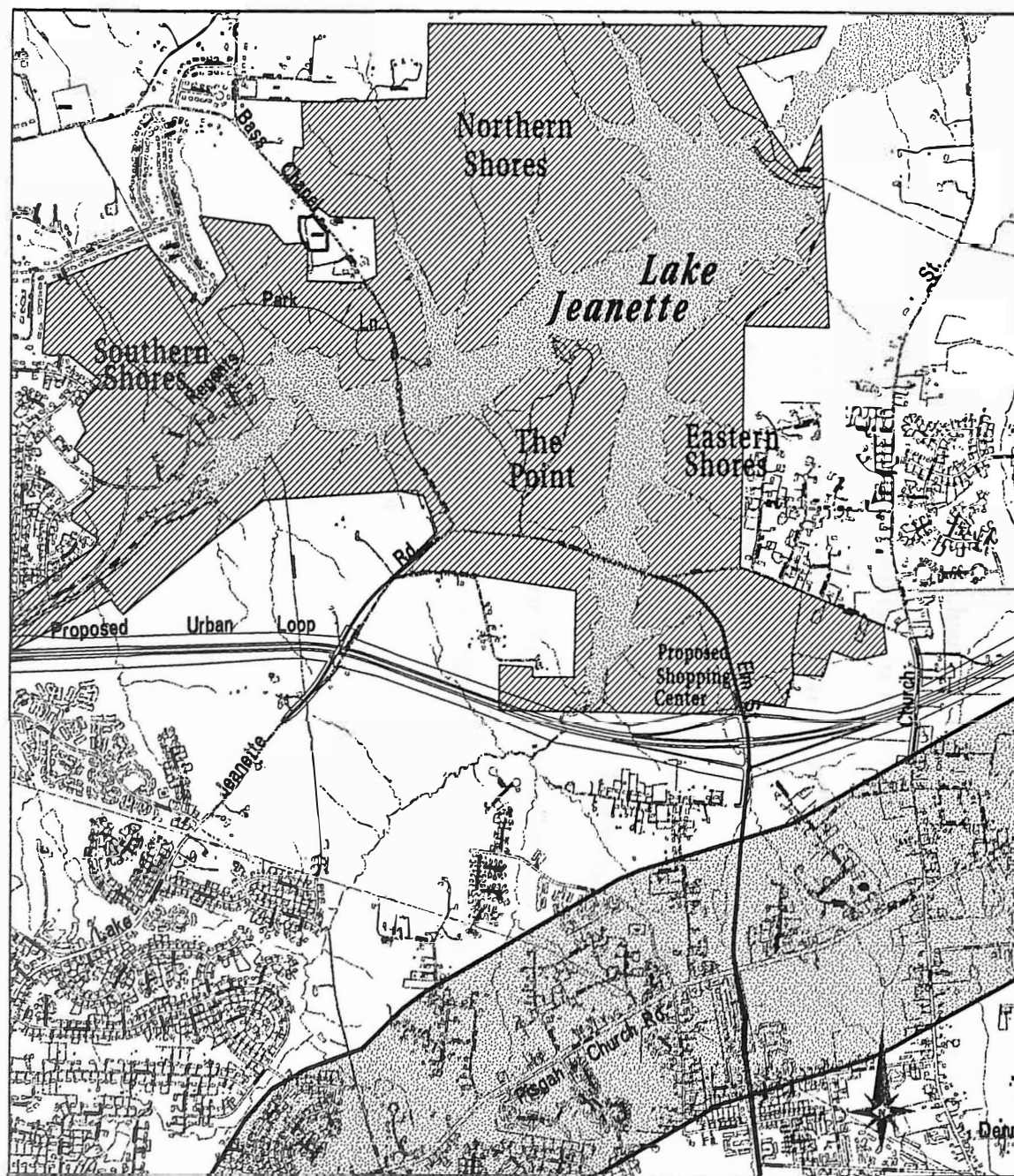




Figure G-1

**Villages at
Lake Jeanette
by Residential
Subdivision, 1996**

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Legend

-  Villages at Lake Jeanette
Cornwallis Development Co.
-  Corridor Boundary

Lake Jeanette residents will be significant based on the high value of the housing units being developed (i.e., \$170,000 to well over \$1 million).

H. TRANSPORTATION

Most transportation planners now recognize the inevitable interaction between transportation and land-use. Minimizing traffic congestion requires not just more roads but also complementary changes in land-use policies that can act to alleviate a wide range of transportation-related problems. For example, it is clear that shifts in land-use patterns tend to be, in part, responses to changing levels of accessibility. In the Pisgah Church Road/Lees Chapel Road Corridor this clearly occurred with the construction of the North Elm Street extension, which was undoubtedly a significant catalyst for the Villages at Lake Jeanette development. It is for these reasons that we now turn to an examination of the transportation system in the Pisgah Church Road/Lees Chapel Road Corridor by focusing on the following issues based on data provided by the City of Greensboro Department of Transportation: traffic volume trends from 1985 to 1995 (Table 6); projected traffic volume for the proposed urban loop; and high congestion street intersections in the corridor.

1. AVERAGE DAILY TRAFFIC FLOW: 1985-1995

a. Pisgah Church Road and Lees Chapel Road Segments

In 1995, traffic volume along Pisgah Church Road and Lees Chapel Road varied from a high of 25,400 vehicles per day to the east of the Pisgah Church Road/Lawndale Drive intersection to a low of 7,600 vehicles at the Lees Chapel Road/Yanceyville Street intersection in the eastern end of the corridor.

Along Pisgah Church Road, traffic flow ranged from 25,400 at Lawndale Drive to 15,800 vehicles per day at the Church Street intersection. While traffic volume is highest in the western sections of Pisgah Church Road, the most rapid relative increases over time have occurred along the eastern segments of Pisgah Church Road between Willoughby Boulevard and Church Street. From 1985 to 1995, traffic volume more than doubled between Willoughby Boulevard and Church Street (i.e., from approximately 7,000 to over 16,000 vehicles per day). By contrast, traffic volume along Pisgah Church Road between Battleground Avenue and Lawndale Drive has experienced only modest gains over the same time period with one exception--the stretch of Pisgah Church Road east of Lawndale Drive which rapidly increased from 12,800 vehicles per day in 1985 to 25,400 in 1995.

Along Lees Chapel Road, average daily traffic flow ranges from 11,600 vehicles per day near Church Street to 7,600 vehicles per day east of Yanceyville Street. From 1985 to 1995, traffic volume has more than doubled all along Lees Chapel Road, and it is estimated that traffic

volume in this area will continue to rapidly increase in the near future (especially considering the on-going traffic improvements to widen Lees Chapel Road to five lanes from Church Street to Yanceyville Street).

b. Major Thoroughfares Intersecting With Pisgah Church Road and Lees Chapel Road

The major thoroughfares that intersect the Pisgah Church Road/Lees Chapel Road Corridor include: Battleground Avenue, Lawndale Drive, Elm Street, Church Street, and Yanceyville Street. By analyzing traffic flow feeding onto Pisgah Church Road/Lees Chapel Road on and off these arterials, it is possible to acquire a broader understanding of the overall transportation circulation system that impinges directly on the Pisgah Church Road/Lees Chapel Road Corridor.

Not surprisingly, traffic flow on Battleground Avenue at Pisgah Church Road experienced the highest volume with nearly 50,000 vehicles per day. In stark contrast, traffic volume on Yanceyville Street at Lees Chapel Road ranged from 3,700 to 5,900 vehicles per day in 1995, and traffic volume has increased only slightly since 1985.

The most significant changes in feeder traffic, over time, appear to have occurred since 1993, especially at the Lawndale Drive and Elm Street intersections. Traffic volume along Lawndale Drive at Pisgah Church Road was fairly stable through 1993, fluctuating from a low of 15,800 in 1985 to a high of 19,800 vehicles per day in 1989. However, since 1993, traffic volume along Lawndale Drive near the Fresh Market has jumped significantly from 16,400 to 24,400

vehicles per day in 1995. The rapid gains in traffic flow may, in part, be due to the large-scale Southern Shores/Regents Park Lane residential development to the east of Lawndale Drive and to the north of the overall Pisgah Church Road/Lees Chapel Road Corridor. The large number of new housing units in the area seems to have increased traffic generation rates along Lawndale Drive. Similarly, traffic volume on Elm Street at Pisgah Church Road has nearly tripled since 1993 going from 3,800 to 10,300 vehicles per day by 1995. The traffic generated by the Villages of Lake Jeanette development to the north may explain a significant proportion of this increased traffic volume.

By stark contrast, traffic volumes at Willoughby Boulevard, Church Street, and Yanceyville Street have seen only modest gains in traffic flow since 1985.

2. IMPLICATIONS OF THE NORTH GREENSBORO SEGMENT OF THE URBAN LOOP BELTWAY

One of the most significant public capital-investment programs planned for the city of Greensboro over the next decade is the Painter Boulevard, or urban loop, project. The northern leg of the beltway closely parallels the Pisgah Church Road/Lees Chapel Road Corridor to the immediate north and has the potential to radically re-configure the urban morphology of the entire region. The North Carolina Department of Transportation estimates that by 2015 the outer loop will be carrying 42,500 vehicles per day on the segment of the beltway between Lawndale Drive and Elm Street; 34,900 vehicles between Elm Street and Yanceyville Street; and 27,700 vehicles

east of Yanceyville Street. Much like the Pisgah Church Road/Lees Chapel Road corridor, traffic along the outer loop will diminish in volume from west to east. Traffic along the western part of the northern segment will approach present day volumes along Battleground Avenue at Pisgah Church Road. However, much of this traffic is unlikely to directly impact on the Pisgah Church Road/Lees Chapel Road Corridor since a significant proportion of the traffic on the outer loop will simply by-pass the area. But the North Carolina Department of Transportation predicts that although traffic volume on Pisgah Church Road will continue to grow till the outer loop is opened, afterwards traffic volume on Pisgah Church Road will decline to present day volumes (North Carolina Department of Transportation, 1996). The assumption is that the outer loop will act to reduce through traffic along Pisgah Church Road and Lees Chapel Road, although such statements should be treated with caution given the long-range nature of the estimates.

The real impact of the proposed outer loop on the Pisgah Church Road/Lees Chapel Road Corridor will be felt at the on/off ramp intersections with major arterials that feed traffic in and out of the Pisgah Church Road/Lees Chapel Road Corridor. The key intersections include: Lawndale Drive between Regents Park Lane and Cottage Place; Elm Street immediately north of Pisgah Church Road; and Yanceyville Street to the immediate north of Lees Chapel Road. By 2015, the North Carolina Department of Transportation estimates that average daily traffic flow south of the outer loop along Lawndale Drive between Regents Park Lane and Cottage Place will approach 24,600 vehicles per day (Table 7). The comparable figures for the Elm Street and

Yanceyville Street intersections were 16,800 and 14,400 vehicles per day, respectively. Clearly, the Pisgah Church Road/Lees Chapel Road Corridor can expect substantial increases in future traffic volume along feeder arterials, especially on the north side of the corridor.

Perhaps the greatest change in traffic volume as a consequence of the outer loop will occur along Yanceyville Street between Lees Chapel Road and the proposed beltway intersection to the immediate north. In 1995, traffic volume along this segment of Yanceyville Street was 3,700 vehicles per day. By 2015, the North Carolina Department of Transportation estimates traffic volume at 14,400 vehicles per day - almost a quadrupling of present day traffic volume (Table 7).

Other major arterials intersecting the urban loop include Lake Jeanette Road, Church Street, and Lees Chapel Road but impacts on traffic flow will be limited due to the absence of any on/off ramps at these intersections.

3. HIGH CONGESTION INTERSECTIONS

The Greensboro Department of Transportation defines high congestion intersections as any intersection where the Volume/Capacity Ratio is greater than 0.90. Intersections with a Volume/Capacity Ratio approaching 1.00 are approaching saturation, the point at which traffic volumes exceed the capacity of the intersection. According to the Greensboro Department of Transportation Congestion Management Report for 1994, the Pisgah Church Road/Lees Chapel Road Corridor had no such high congestion intersections. The present day transportation system

within the corridor has not yet approached saturation levels at any given intersection or junction in the Corridor (Table 8 and Figure H-1).

Several high congestion intersections are located just outside the Corridor, including Cone Boulevard/Elm Street (1.34), Battleground Avenue/New Garden Road (1.27), Cone Boulevard/Church Street (1.01) and Battleground Avenue/Westridge Road (0.98). Given the high congestion levels on Church Street and Elm Street at Cone Boulevard, it is possible that similar traffic conditions may proliferate in the near future farther north along Church Street and Elm Street at Pisgah Church Road.

By analyzing the Greensboro Department of Transportation General Accident Report from 1992 through 1995, it is possible to identify the most dangerous intersections within the actual Corridor by documenting the total number of accidents, damages (\$), vehicles involved, and injuries over time. Not surprisingly, the most dangerous intersections along the Corridor were Battleground Avenue/Pisgah Church Road and Lawndale Drive/Pisgah Church Road. From 1992 to 1995, the Battleground Avenue/ Pisgah Church Road intersection had 84 accidents and nearly \$200,000 in damages. However, the Lawndale Drive/Pisgah Church Road intersection reported higher total damages (\$235,000), a higher total number of involved vehicles (186), and more injuries (63) than did the Battleground Avenue junction.

Furthermore, the street intersections that collectively bound the Pisgah Church Road, Lawndale Drive and Martinsville Road city block reported 118 accidents involving 264 vehicles,

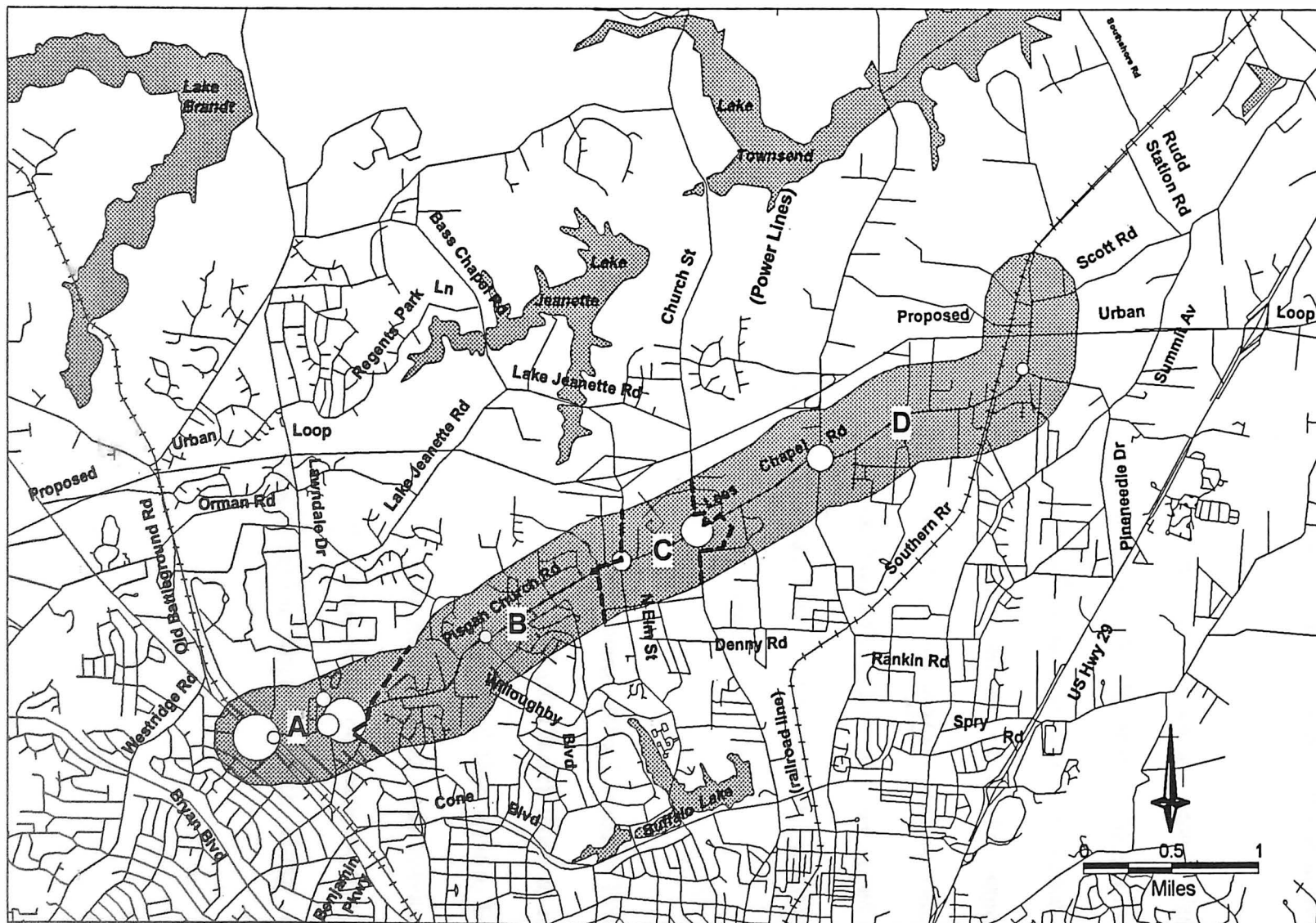


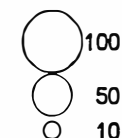
Figure H-1

**Most Dangerous
Street Intersections
within the Corridor
by Number of Accidents**

1992-1995

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

**Number of Accidents
1992-1995**



SOURCE: Greensboro Department of Transportation, Greensboro, NC

77 injuries, and \$346,880 in damages. Given the future predicted gains in traffic volume along Lawndale Drive at Pisgah Church Road and the recent explosive growth in traffic volume for this road segment, it would appear that some traffic improvements may be in order in this part of the Corridor.

Other street intersections with a noticeable number of accidents include Pisgah Church Road/Church Street (47 accidents), Lees Chapel Road/Yanceyville Street (32) and Pisgah Church Road/ Elm Street (20). However, while some traffic improvements are needed, the overall transportation system in the corridor is functioning relatively efficiently, especially when compared to the accident rates for the high congestion intersections located just outside the corridor. For example, while Battleground Avenue/Pisgah Church Road experienced 84 accidents from 1992 to 1995, Battleground Avenue/ Westridge Road experienced 161 accidents involving 355 vehicles and over \$1/2 million in damages, with 141 reported injuries.

4. PUBLIC TRANSIT

Public bus transportation in this area is limited to a route along Lawndale Drive between Cone Boulevard and Pisgah Church Road, then west along Pisgah Church Road to Battleground Avenue and another route along Church Street to Lees Chapel Road then west to Baylor Street and south to Cone Boulevard. The latter of these two routes serves both low-income public housing projects and public-assisted units. However, both of these routes have been recommended by a consultant to be discontinued--a change which along with others

recommended would leave the northern part of Greensboro between Yanceyville Street and Friendly Avenue without any public transportation.

I. RETAIL-OFFICE-INDUSTRIAL CENTERS

The Pisgah Church Road/Lees Chapel Road Corridor is a predominantly residential corridor that acts as the major east-west connector in north Greensboro, and as such has very limited commercial functions. However, the corridor also supports several significant centers of retail-office-industrial activity at key intersections along the Corridor. These commercial nodes include Battleground Avenue/ Pisgah Church Road, Lawndale Drive/Pisgah Church Road, Church Street/Pisgah Church Road/Lees Chapel Road and along Southern Webbing Mill Road off Lees Chapel Road in the easternmost part of the Corridor (Table 9 and Figure I-1). The retail centers identified in Table 9 only include developments where gross leasable area exceeds 20,000 square feet.

1. Battleground Avenue-Pisgah Church Road

The 71,511 square feet Battleground Avenue Village shopping center at the extreme western end of the Pisgah Church Road/Lees Chapel Road Corridor is an important retail center, particularly for the neighborhoods in the Garden Homes/Westwood area. However, the 103,000 square foot Lowe's home improvement store serves a larger regional market focused on all of



Figure I-1




**Retail - Office -
Industrial Centers
by Floorspace
Square Footage
1994**

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Center Type

Retail Industrial Office
  

Square Footage

 180000
 90000
 18000

SOURCE: 1994 Greensboro Area Chamber of Commerce, 1994 Retail Space Survey;
Guilford County 1994 Commercial Space Surveys: Office and Industrial Markets

northwest Greensboro. The Battleground Avenue Village shopping center is successfully anchored by a Harris-Teeter supermarket, although in the past, the development has had difficulty filling all the floorspace available in the center. Despite the unusually high vacancy rate for Battleground Avenue Village (i.e., 15% in 1994), the high traffic volumes on Battleground Avenue suggest that the long-term prognosis appears good.

2. Lawndale Drive -Pisgah Church Road

The most significant center of commercial activity in the Pisgah Church Road/Lees Chapel Road Corridor is at, or close to, the Lawndale Drive -Pisgah Church Road intersection. Based on recent surveys of commercial space conducted by the Greensboro Chamber of Commerce and Bell and Gardner consultants, the Lawndale Drive area has over 250,000 square feet of gross leasable area largely in retail and office activities.

a. Office Centers

The landmark building of the Lawndale Drive complex is the five-story Brook Hollow office tower off Pisgah Church Road. The architecturally striking high-rise has 86,500 square feet of class A office space and houses such clients as Vanguard Cellular, Wheat First Securities, and Talbots. The high-rise was built in 1985 and acts as the architectural focal point of the western end of the Pisgah Church Road/Lees Chapel Road Corridor.

The Shelby Mutual Insurance Building to the immediate east of the Brook Hollow high-rise off Pisgah Church Road is smaller (63,500 square feet) and less architecturally distinctive.

Important clients include Shelby Mutual Insurance (now Anthem) and the Dun and Bradstreet Corporation. Although the Shelby Mutual Insurance building offers only Class B office space, both the Shelby and Brook Hollow towers have negligible vacancy rates - a reflection of the high level of demand for office space in northwest Greensboro.

The other major office center in the Pisgah Church Road/Lawndale Drive area is the Class B Lawndale Drive North Business Park on Lawndale Drive north of Pisgah Church Road. Vacancy rates in 1994 were as high as 20.3 percent, although the park is host to a variety of small businesses including Nutrimax, Kaplan DeVries, and the Sylvan Learning Center.

The Lawndale Drive office center is situated in the heart of the northwest Greensboro/northwest Guilford County office market, which is the second most important office market after the Greensboro Central Business District (CBD). The northwest market has experienced steady gains in floorspace since 1970, yet the Lawndale Drive area is less than 7% (i.e., 176,144 square feet) of the total office floorspace available in the northwest (i.e., 2.6 million square feet).

b. Retail Centers

The major retail centers in the Lawndale Drive area include the 42,097 square feet Lawndale Drive North shopping center (Food Lion and Revco) and the popular 25,000 square feet Marketplace shopping center (Fresh Market, PieWorks, and Country Park Pharmacy). Both retail developments are constrained by limited parking facilities and the recent rapid increases in

traffic volume along Lawndale Drive may act to exacerbate the parking problem. Furthermore, additional retail growth may be likely in the area given the large-scale residential development in the Regents Park Lane/Southern Shores area. Additionally, the city of Greensboro supports 7.5 million square feet of retail space in 63 shopping centers. Although some recent studies have indicated that Greensboro is approaching saturation in retail floorspace for the population at large, the Lawndale Drive area comprises less than 1% (i.e., 67,097 square feet) of total retail floorspace in the city.

3. Church Street-Pisgah Church Road/Lees Chapel Road

The 68,000 square foot Church Street Crossing shopping center is an important, but relatively isolated, retail node for residents located in the central and eastern portions of the Pisgah Church Road/Lees Chapel Road Corridor. Key tenants include Food Lion and Revco, although many of the outlying parcels near the Church Street/Pisgah Church Road/Lees Chapel Road intersection appear to be underutilized or are vacant. The shopping center appears to primarily serve residents from the Westwind/Woodwind apartment complex, The Orchard, and Spicewood neighborhoods. It is the only significant shopping center in the eastern part of the Pisgah Church Road/Lees Chapel Road Corridor.

4. Southern Webbing Mill Road

The only major industrial center within the entire Pisgah Church Road/Lees Chapel Road Corridor is Southern Webbing Mill Roads, Inc. located off Southern Webbing Mill Road in the

traffic volume along Lawndale Drive may act to exacerbate the parking problem. Furthermore, additional retail growth may be likely in the area given the large-scale residential development in the Regents Park Lane/Southern Shores area. Additionally, the city of Greensboro supports 7.5 million square feet of retail space in 63 shopping centers. Although some recent studies have indicated that Greensboro is approaching saturation in retail floorspace for the population at large, the Lawndale Drive area comprises less than 1% (i.e., 67,097 square feet) of total retail floorspace in the city.

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4. Southern Webbing Mill Road

The only major industrial center within the entire Pisgah Church Road/Lees Chapel Road Corridor is Southern Webbing Mill Roads, Inc. located off Southern Webbing Mill Road in the

extreme eastern end of the corridor near the Summit Hills neighborhood. Located adjacent to the Southern Railroad Line, the 121,335 square foot mill was first built in 1927 and rebuilt in 1960. The overall area has seen little development over the past few decades, although isolated housing start-ups scattered throughout the area indicate a renewed interest in residential development. However, the complicated road system, the incompatible mix of residential and industrial land uses, and the Southern Railroad Line have all acted to dampen development activity in this area.

J. SOCIAL AND ENVIRONMENTAL ISSUES

1. INFRASTRUCTURE

a. Streets and Roads

Streets and roads in the Corridor have been adequate to carry the traffic until recently. Much of the traffic generated along and crossing Pisgah Church Road/Lees Chapel Road is related to residential, recreational and industrial development beyond the "area" surrounding the Corridor itself. For instance, development off Battleground Avenue beyond New Garden Road has greatly increased traffic on that street, with the section just north of Westridge Road being the most heavily travelled part of north Greensboro. In addition, the new Harbor and Southern Shores residential areas north of the proposed urban loop, as well as the numerous apartment complexes along Cottage Place just inside the loop have generated considerable traffic on Lawndale Drive and Martinsville Road at Pisgah Church Road. Furthermore, the new Lake

Jeanette development just north of Lake Jeanette Road has already begun to increase traffic along both Lawndale Drive and Martinsville, as well as along Elm Street at Pisgah Church Road, as these residents travel to jobs, schools, and commercial outlets within and south of the Corridor. Future planned residential and commercial development along and north of Lake Jeanette Road will greatly exacerbate traffic problems at these intersections. At present, Pisgah Church Road/Lees Chapel Road is the best access route from northwest Greensboro to the employment and recreational opportunities near Bryan Park. Increased and anticipated traffic along this street has already led to its widening from Battleground Avenue to beyond Church Street--and soon to Yanceyville Street.

Traffic along Pisgah Church Road/Lees Chapel Road has also been affected by not only those developments north of this area, but also by growth within it. If more industrial development occurs between the Corridor and Bryan Park, there will be even greater traffic on the remaining two-lane segment of Lees Chapel Road, as well as on Scott Road. Multi-family and single-family residential areas being built along Yanceyville Street north of Lees Chapel Road will greatly increase traffic at that intersection and along Pisgah Church Road/Lees Chapel Road. Furthermore, additional future residential development within and adjacent to the Corridor east of Church Street will exert even more pressure on the main east-west thoroughfare. Any added commercial/office/institutional activity in the Corridor will also increase traffic from nearby residential neighborhoods. At the western end of the Corridor, the Jaycee Park/Country

Park/complex draws considerable traffic, as does the western commercial core at Lawndale Drive and Pisgah Church Road.

Eventually, the proposed urban loop will carry nearly all east-west through traffic and most long-distance trips from within the area, but this relief is at least a decade away. In the meantime, there is considerable vacant land within and adjacent to the Corridor south of the loop, and this land could absorb many residential neighborhoods. Because of the great difficulty involved in new streets crossing the urban loop, most development north of the loop will be funnelled south along the same few streets: Lawndale Drive, Elm Street, Church Street and Yanceyville Street.

b. Water and Sewer Lines

The presence or absence of water and sewer lines has a great impact on future development, particularly on the number of residences per acre. Twelve-inch water lines extend along Pisgah Church Road from Battleground Avenue to Church Street and along Willoughby, Church Street, Glenside and Summit south of Pisgah Church Road/Lees Chapel Road and Brightwood School Roads. Sixteen-inch water lines run along Yanceyville Street between Cone Boulevard and Peach Orchard and along Church Street from Lake Jeanette Road to Peach Orchard. An eight-inch line follows Peach Orchard from Church Street to Yanceyville. Twenty-four-inch water lines run along Lees Chapel Road from Church Street to Brightwood School Road and along Lake Jeanette Road from Cottage Place to Church Street. Beyond this area, a

24-inch line extends from Lake Jeanette Road along Bass Chapel Road to Air Harbor Road and then to Lawndale Drive. A 36-inch line runs along Summit Avenue from Brightwood School Road to Bryan Park Road.

Sewer lines are adequate for the extension of residential development to most of the area south of the Bass Chapel Road/Air Harbor Road, as well as south of Lake Jeanette and Lake Townsend west of Yanceyville Street and west of Summit Street to the Bryan Park area. The section north of the proposed "urban loop" between Yanceyville Street and Lees Chapel Road, however, lacks the water and sewer necessary for residential development in excess of one unit per acre, as is also true for the section between Bass Chapel and Church Street north of Lake Jeanette.

2. WATERSHED REGULATIONS

The Water Supply Watershed District regulations include two overlay districts that are the Watershed Critical Area (WCA) and the General Watershed Area (GWA). The WCA covers the portion of the watershed adjacent to a water supply intake or reservoir, such as Lake Townsend. The GWA covers the rest of the watershed draining to the reservoir intake. The WCA is divided into four tiers of varying regulatory controls on land use activities and the Tier Four regulations govern all of the land north of Lees Chapel Road between Church Street and Scott Road (Figure J-1). Particularly important is the area to the north of Lees Chapel Road between Yanceyville Street and Scott Road that is largely undeveloped. The area north of Lees Chapel Road is faced

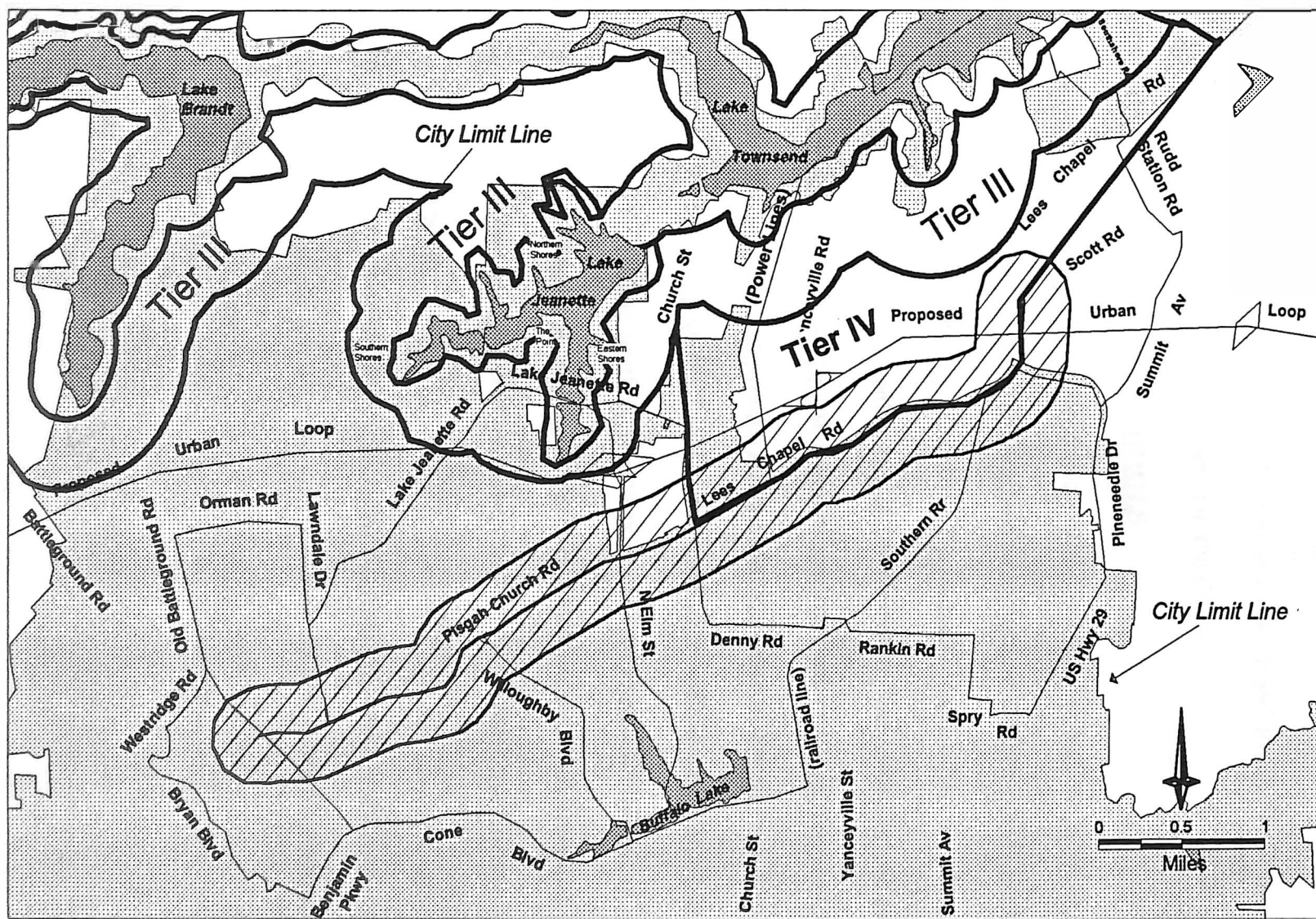


Figure J-1

Tier III/IV Watershed District Boundary

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

with growing development pressures, especially linked to the proposed outer loop project and the rapid increase in traffic volumes forecast for this general area. Any future development and land use activity must be in accordance with Tier Four regulations so as to minimize run-off problems into Lake Townsend located to the immediate north of Lees Chapel Road. The remainder of the study area that is north of Pisgah Church Road is in the GWA.

3. COMMUNITY CENTERS AND SCHOOLS

Two community centers are located within the Corridor: one at the west end off Pisgah Church Road between Lawndale Drive and Battleground Avenue and the other near the east end of the Corridor on Yanceyville Street just south of Lees Chapel Road. Two very large recreation areas are located at--or just beyond--either end of the Corridor: one at the Jaycee Park/Country Park/Natural Science Center/ Guilford Battlefield complex just north of Pisgah Church Road between Lawndale Drive and Battleground Avenue and the other at Bryan Park a short distance beyond Scott Road. Several additional parks are found between Miltwood and Natchez Trace, between Willoughby and Tiffany south of Wynnwood, north of Pisgah Church Road on Sheridan, on Henry Street west of Church Street, and south of Berryman at the Craft Community Center on Yanceyville Street. There are no small parks east and north of the Craft Center, most of this section being outside the city.

Three elementary schools are located along the Pisgah Church Road/Lees Chapel Road Corridor including: Joyner Elementary in the Lawndale Drive Homes neighborhood, Jesse

Wharton Elementary in the centrally located Elm Street-Church Street sub-corridor, and Brightwood Elementary School in the eastern end of the corridor near the Summit Hills neighborhood. All three schools are overcrowded and plans are afoot to relocate the Jesse Wharton School to a location nearer to the Lake Jeanette development. The Jesse Wharton School is a particularly critical parcel of land given its strategic location in the rapidly growing Elm Street area and its importance to Cornwallis Development Corporation as an inducement to home sales. For example, one of the Lake Jeanette builders - HDS Builders - has donated both building materials and labor to help construct The Learning Circle Center facility at the school. The new alternative sites for a larger and more modern Jesse Wharton that are currently under study include: a 26.6 acre tract at the intersection of North Elm Street/Lake Jeanette Road/Bass Chapel Road; and land at the intersection of Lake Brandt Road and Trosper Road. Currently, Jesse Wharton has 257 enrolled in a facility built 40-plus years ago and designed to accommodate 216 students. The proposed new school would hold 735 students at a site located over a mile from heavily-travelled Pisgah Church Road.

4. PUBLIC AND ASSISTED HOUSING

There are two rather small public housing areas within or near the Corridor. One of these is Laurel Oaks, which is located on Laurel Lee Terrace south of Lees Chapel Road east of Yanceyville Street and contains 51 housing units for low-income households (Median = <\$4,000) and 168 persons, of whom about 90 percent are African American single females and their

children. The other is Baylor Street Court-Woodberry Run, which is just south of Pisgah Church Road west of North Elm Street and contains 50 units for low-income households (Median = \$8,000-\$8,500) and 192 persons, of whom about two-thirds are African American single females and their children. There is also one public-assisted complex in the Greenbriar Road/Spicewood Drive area of Elm Street south of Pisgah Church Road.

Also planned is a 195-unit subdivision to be built by a coalition of nonprofit groups at a site just north of Lees Chapel Road on Yanceyville Street. The venture will be Guilford County's first involvement with affordable housing in over a decade.

5. CRIME

The number of crimes reported annually in the area surrounding the Corridor was very erratic from 1990 through 1995. Crimes declined from 1991 through 1993 (from 1,760 to 1,372 offenses), but have since increased each year through 1995 (Table 10). The spatial distribution of crimes by neighborhoods (police response zones), however, was more consistent over time. The three highest crime areas by number of police responses were all south of Pisgah Church Road. In each of the six years, the Spicewood neighborhood (PRZ 172) had the largest number of reported crimes, being 26 percent of the total from 1990 through 1995. This area includes census neighborhood "I," which has disproportionately high percentages of children, single householders with children, African Americans, Hispanics, and low-value housing. See Appendix II.

In five of the six years, the Lawndale Drive Homes/New Irving Park area (PRZ 171) ranked second, with 16 percent of all crimes during the six years. This area is adjacent to the Spicewood neighborhood and includes census neighborhoods "D," "F" and "G" (Appendix II). The latter two of these contain extremely high- value housing, and "G" has a disproportionate share of children. Area "D," on the other hand, is much farther away from the other three (I, F and G) and contains predominantly moderately-low value housing and a relatively large proportion of elderly residents.

Although the Mizell Road area (PRZ 205) ranked second in only one of the six years, this neighborhood was a close third in the percentage of all crimes reported during the period (13%). This area includes and is adjacent to census neighborhoods "J" and "K." Both these areas contain low-value housing. In addition, neighborhood "J" has a disproportionate number of people living alone and "K" contains a relatively large percentage of the elderly.

The only neighborhood north of Pisgah Church Road with more than ten percent of the total crimes in the area is Country Park Acres (PRZ 223). (One word of caution in interpreting these data: these are numbers of police responses and do not reflect responses on a per housing unit or per capita basis.)

K. RECOMMENDATIONS

The goal of the Pisgah Church Road/Lees Chapel Road Corridor study has been primarily to establish orderly and beneficial land use-transportation relationships, while maintaining Pisgah

Church Road/Lees Chapel Road as an attractive entryway to the north Greensboro region. The following recommendations relating to the future growth strategies for the Corridor are based on citizen feedback through a series of town hall meetings, written comments from the public at-large and consultation with city planners, developers, and neighborhood associations. The volume of public feedback was impressive with significant input by telephone, office visit, and mail, especially from individual citizens who comprised approximately 90% of total responses.

Additionally, the analysis of land use and zoning patterns, demographic trends, housing market activity, transportation flows, development activity, and various social and environmental issues in this corridor study provide the rationale for the recommendations to be considered by planning staff, the Planning Board, and City Council. While public input was highly valued, it is impossible to agree with **EVERY** written comment provided by the public, although the following recommendations were written in order to maximize those recommendations first suggested by the public (Figure K-1 through K-4).

Figure K-1

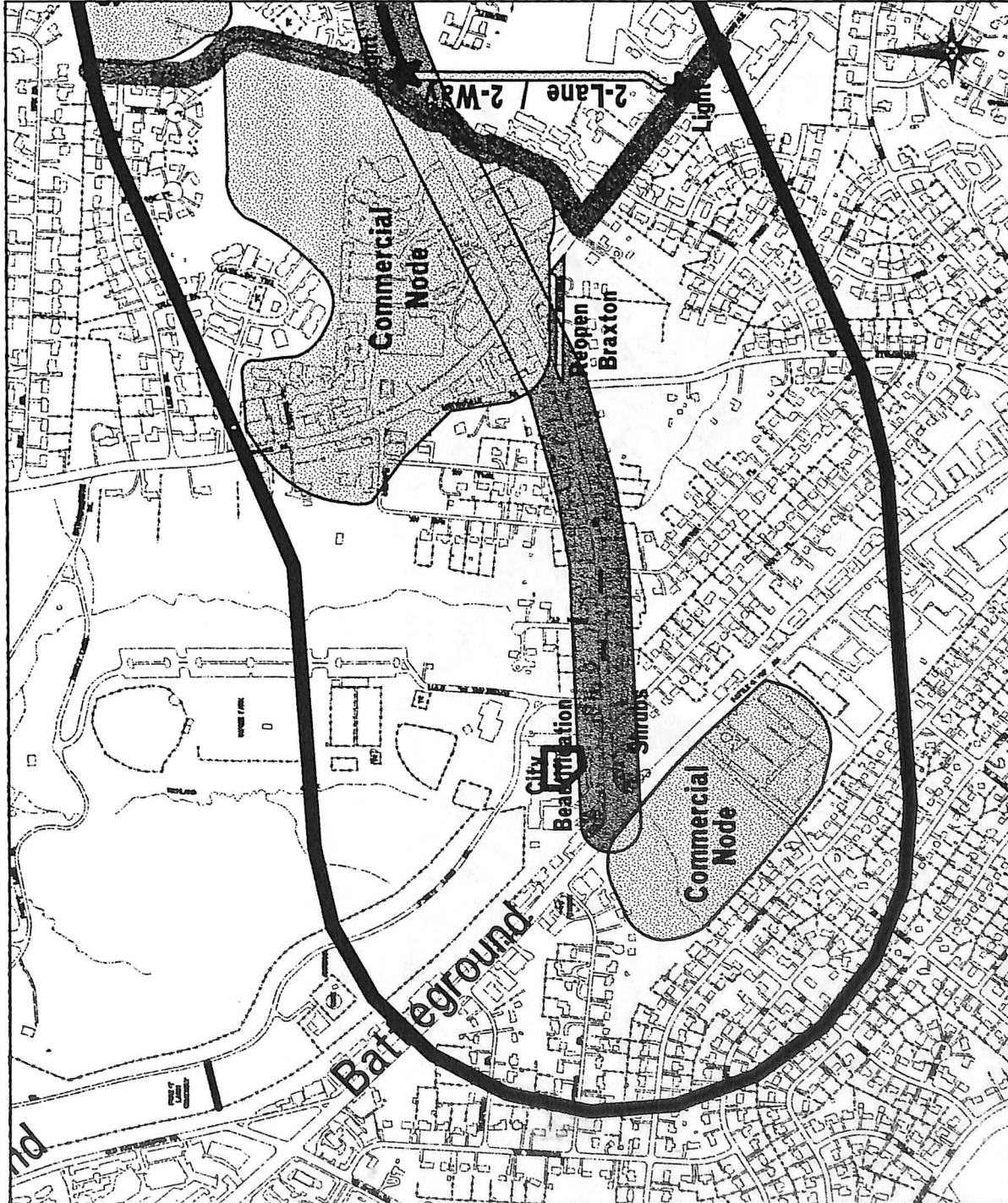
Key Recommendations for the Battleground Avenue to Braxton Lane East Sub-Corridor

A

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

Legend

- Recommendations
- Scenic Corridor
- Corridor Boundary
- Sub-Corridor Boundary
- Tree-Lined Median
- Traffic Light



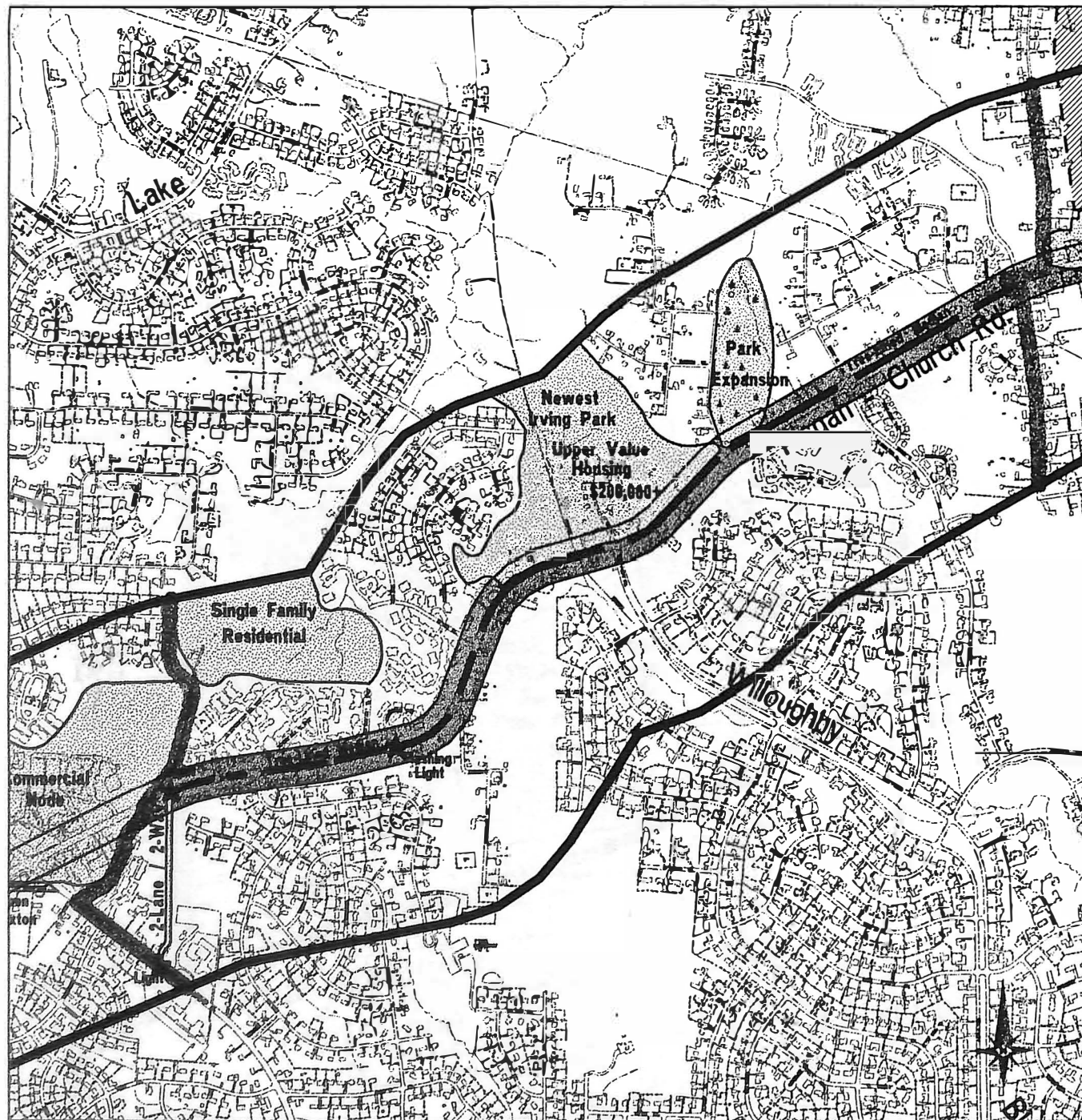








Figure K-2

**Key Recommendations
for the Braxton
Lane East to Bell
Orchard Drive/Baylor
Street Sub-Corridor
B**

Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC

Legend

-  County Jurisdiction
-  Recommendations
-  Scenic Corridor
-  Corridor Boundary
-  Sub-Corridor Boundary
-  Tree-Lined Median
-  City Limit Line
-  Traffic Light

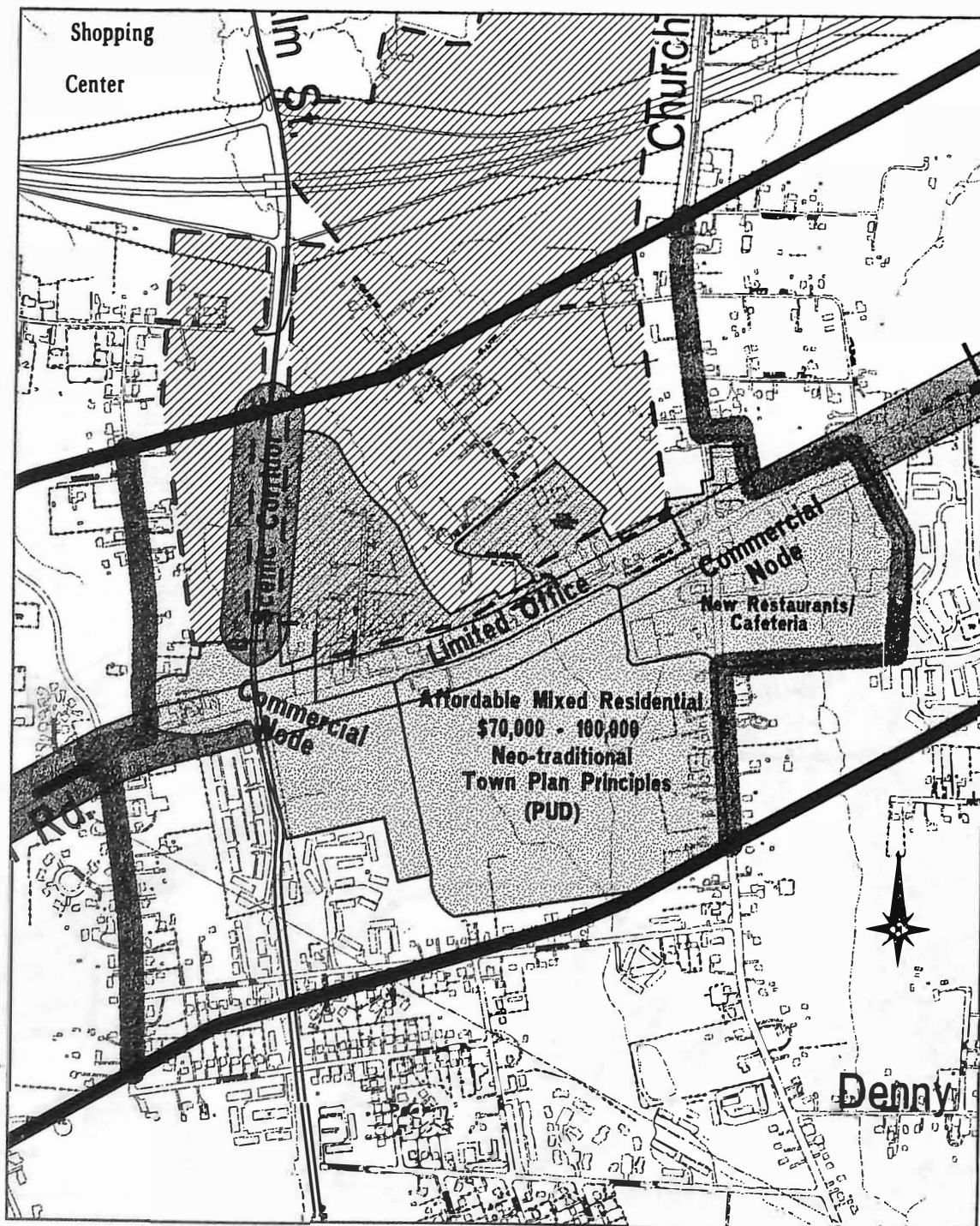










Figure K-3

**Key Recommendations
for the Bell Orchard
Drive/Baylor Street
to Church Street/Wind
Road Sub-Corridor**

C

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Legend

-  County Jurisdiction
-  Recommendations
-  Scenic Corridor
-  Corridor Boundary
-  Sub-Corridor Boundary
-  Tree-Lined Median
-  City Limit Line
-  Traffic Light

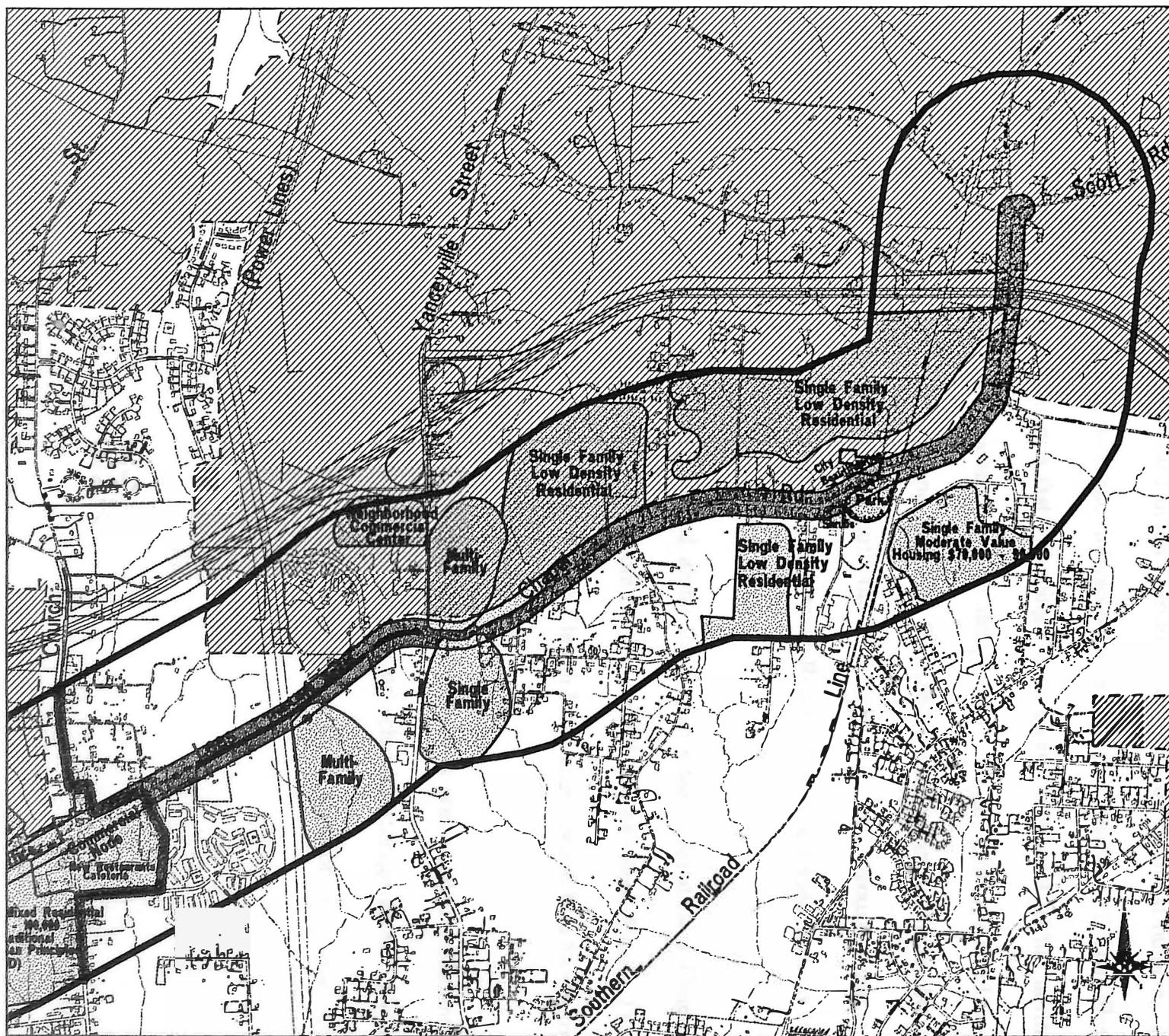










Figure K-4

**Key Recommendations
for the Church Street/
Wind Road to Scott
Road Sub-Corridor**

D

*Pisgah Church/
Lees Chapel Road
Corridor
Greensboro, NC*

Legend

-  County Jurisdiction
-  Recommendations
-  Scenic Corridor
-  Corridor Boundary
-  Sub-Corridor Boundary
-  Tree-Lined Median
-  City Limit Line
-  Traffic Light

1. CORRIDOR-WIDE

a. The Pisgah Church Road/Lees Chapel Road Corridor should be given a Scenic Corridor Overlay Zoning District Designation.

The Corridor is a largely residentially-based urban corridor interrupted by a limited number of commercial business nodes at key strategic intersections along the roadway. The Elm Street/Pisgah Church Road intersection is fast becoming the gateway entry point to the north Greensboro region and as such merits scenic corridor designation. Pisgah Church Road/Lees Chapel Road is a key east-west arterial connecting west Greensboro with northeast Greensboro and it is intersected by several major north-south thoroughfares (e.g. Battleground Avenue, Lawndale Drive, Elm Street, Church Street, and Yanceyville Road). The broad specifications to which this Scenic Corridor should subscribe are as follows:

1. The scenic corridor should extend along the Pisgah Church Road/Lees Chapel Road right-of-way and include all contiguous lots from Battleground Avenue to Scott Road. The scenic corridor should also be extended north of Pisgah Church Road along North Elm Street to the entrance of the Villages of Lake Jeanette project.

2. The scenic corridor requirements should apply to all new construction, additions, alterations, or expansions to existing buildings, parking lots or vehicular storage areas, unless explicitly exempted, in addition to the underlying zoning districts. In addition, whenever an

underlying zoning regulation is 'triggered' by a certain size threshold (in terms of floorspace in square feet) then the entire property should be brought up to scenic corridor standards.

3. All uses permitted in the underlying zoning districts are allowed as regulated by the zoning districts; however, the city should prohibit ABC (Alcoholic Beverage Control) stores, heavy and light industry (especially those without side-storage facilities), and adult establishments.

4. The City should require developers to conduct a tree survey within 150 feet of the right-of-way to identify canopy trees of 8-inch caliper dbh or greater, and understory trees of 4-inch caliper dbh or greater. The tree survey should be submitted with a developer's site plan requirements. The tree survey shall be approved and utilized by the City Enforcement Officer to evaluate the feasibility of tree preservation. The feasibility of tree preservation should be determined by the health of the tree, tree species, location, drainage, streetscape appearance, and the impact of the tree on the health of the remaining trees.

5. Watershed detention ponds shall be screened with landscaping so as to obscure, to the maximum extent feasible, view from public rights-of-way, unless they are made to appear as natural wetlands or are an integral part of the landscape.

6. The following signs should be prohibited in the Scenic Corridor Overlay District: billboards of any type; changeable copy signs except for fuel pricing and church identification signs; and electronic changeable copy signs except for time and temperature signs that do not exceed fifteen square feet of copy area. Specific regulations relating to the total number of signs

per road frontage, the maximum copy area per land use and sub-corridor, and maximum height by sub-corridor should be established by planning staff for recommendation to City Council.

7. In nonresidential districts, illumination of all signage shall be limited to cut-out letter and indirect lighting, except for wall signage in commercial districts. In commercial districts, back lit wall signage shall be permitted; however, signs with panels over fluorescent lighting shall be opaque.

8. Sidewalks should be installed along Pisgah Church Road (on the side where the least development has already occurred) from Lawndale Drive to Church Street.

9. Metal and vertical sided buildings, which include but are not limited to buildings sided with vinyl and masonite, which are visible from the right-of-way are prohibited unless architectural building plans and elevations are submitted to the Planning Board for review and approved.

10. For any new construction projects in the Corridor, decorative screening, berming, and/or landscaping should be used to obscure, as much as reasonably possible, from view from public rights-of-way all trash rooms, trash holding receptacles, loading or service areas, mechanical or electrical equipment, storage facilities or bins, or other unsightly building appurtenances. The City should encourage developers to place all such facilities in the rear of the proposed structure wherever possible.

11. Support material to establish a Scenic Corridor Overlay Zoning District should incorporate design guidelines for multi-tenant commercial developments and/or nonresidential group developments which shall be required for the purpose of facilitating unified developments with compatible architecture, scale, proportion, and building elements.

12. The Scenic Corridor District should include regulations that minimize curb cuts per linear street front footage or lot, as development takes place over time.

13. Street planting requirements should be mandatory in the Scenic Corridor District. Examples of street planting requirements could include:

- a 40 foot wide planting yard along street rights-of-way for the entire length of the lot (excluding drives) at the rate of one tree per 25 linear feet of frontage.
- a 20 foot wide bufferyard shall be required along all other lot lines at the rate of 15 trees and 15 shrubs per 100 linear feet. A screening buffer with any combination of berms and/or planting shrubs shall be required for bufferyards adjacent to property zoned for residential use.
- all landscaping should be subject to site design review by the planning staff.

14. Some of the above regulations may be consistent for the **ENTIRE CORRIDOR** but other regulations relating to landscaping and sign regulation may vary by sub-corridor. (An example of specific sub-corridor regulations for landscaping and signage requirements for the

Eastchester Drive Scenic Corridor Overlay District for the City of High Point are listed in Appendix III).

b. Tree-Lined Median

A grassed, tree-lined median with curbing should be constructed similar to Bryan Boulevard between Benjamin Parkway and Holden Road. The landscaping should feature Bradford pear trees and dogwood trees spaced proportionately along the scenic corridor median with an understory of shrubbery and pine bark. The tree-lined median will not only enhance the aesthetic quality of the corridor but promote 'traffic calming' management techniques and enhance public safety (Section K.1.d). The landscaped median should be constructed only in predominantly residential sub-corridors along Pisgah Church Road just west of Normandy Road to Baylor Street and along Lees Chapel Road between Wind Road and Yanceyville Street. The median should be interrupted to include deceleration lanes and crossover points at each major street intersection.

c. Beautification Projects

1. The planning staff should explore the possibility of constructing scenic entryways to the Scenic Corridor at Pisgah Church Road and Battleground Avenue and at Lees Chapel Road and Ashdale.
 - (a) A vegetative border is needed to screen the Mt. Pisgah Methodist Church Street from the commercial buildings at the intersection. A complementary vegetative buffer should be placed on the south side of Pisgah Church

Road at the intersection, as well as in the traffic island between the two.

This is needed to distinguish the urban commercial strip development of Battleground Avenue from the predominantly residential Pisgah Church Road Scenic Corridor.

- (b) There is presently no small park east and north of the Craft Recreation Center on Yanceyville Street. The three lots fronting Lees Chapel Road and bounded by Ashdale and the Southern Railroad need to be acquired by the City of Greensboro and turned into a small neighborhood public park to be used by the people who live in the northeast part of the Corridor. This park will also function as the eastern entryway to the Scenic Corridor.

- 2. The City should pursue, whenever possible, negotiations with several Corridor property owners concerning the enhancement of their land and structures fronting the street in order to have them better conform to the general proposed Scenic Corridor regulations. The key enhancement sites are on the northside of Lees Chapel Road especially between the 1600 - 2200 blocks.

d. Screening requirements for commercial and office districts adjoining residentially-zoned land are recommended as follows:

There should be a six-foot-high shadow-boxed type of wooden fence and line of trees along the side and rear property lines of any commercial property and a specified building setback

relative to adjoining residential property. Perimeter parking lot lighting should be directed away from adjoining property. Buildings should be limited to three stories above ground level and building footprint to total impervious cover ratios should be determined by the planning staff. Maximum plot coverage should be established especially with regard to Tier IV watershed regulations that permit limited impervious coverage.

e. Traffic Management and Traffic 'Calming'

1. Based on extensive citizen-based feedback, it is clear that the public would like to see the speed limit not exceed 35 miles per hour between Battleground Avenue and Scott Road, and that these limits be strictly enforced. Also, flashing yellow warning signals should be installed at dangerous curb cuts, such as at Appletree Townhouses.
2. The tree-lined median should create a more visually-pleasing environment that could act to 'calm' traffic in terms of speeding, reduce glare from on-coming headlights at night, and reduce the probability of head-on collisions and, therefore, greatly enhance public safety.

2. SUB-CORRIDOR

a. Battleground Avenue to Braxton Lane East (Figure K-1)

1. Landscaping comparable to that proposed for the Battleground Avenue/Pisgah Church Road entryway needs to be planted at the Lewis Recreation Center/Jaycee

Park/Country Park entrance off Pisgah Church Road. Improved signage is recommended for this recreational complex.

2. There needs to be a strict zoning policy between Martinsville Road and Battleground Avenue Road with zero tolerance for commercial rezonings. The strict zoning policy is necessary in order to preserve the buffer function of the Residential and Public/Institutional Districts between the two commercial nodes at Battleground Avenue and Lawndale Drive/Martinsville. This would prevent the possibility of strip development between these two nodes.
3. Braxton Lane West should be reopened to allow east-bound Pisgah Church Road traffic access to Lawndale Drive going south to avoid the highly congested Pisgah Church Road/Lawndale Drive intersection. The intersection should be physically re-configured to maximize the distance between Martinsville Road and Braxton Lane West. There is more traffic on Pisgah Church Road at Lawndale Drive than at any other intersection along the Corridor except Battleground Avenue, and re-opening Braxton Lane may help ease traffic volume at Pisgah Church Road/Lawndale Drive Road, and enhance public safety. Moreover, the Pisgah Church Road/Lawndale Drive intersection has had more serious accidents than any other intersection along the Corridor, even more than the Pisgah Church Road/Battleground Avenue intersection.

4. Given the high traffic volume at Pisgah Church Road and Lawndale Drive and the proposed 35-acre mixed-use center behind the Fresh Market near that intersection, a new street needs to be constructed between Lawndale Drive immediately north of St. Francis Episcopal Church Street and Pisgah Church Road one lot east of Braxton Lane East to alleviate traffic at this intersection. Only one or two structures would need to be removed in order to greatly lesson traffic flow and accidents at Pisgah Church Road and Lawndale Drive. This would deflect most of the traffic on Lawndale Drive needing to turn right onto Pisgah Church Road. This will be particularly needed as traffic increases as a result of the proposed mixed-use center project north of Pisgah Church Road. This, therefore, could also provide a major entry/exit point for the proposed project for many cars that would otherwise enter the Pisgah Church Road/Lawndale Drive intersection. A traffic signal should be placed at both ends of this new street and include a left-turn lane for westbound Pisgah Church Road traffic.
5. Residential zoning should be maintained for all property east of Braxton Lane East.

b. Braxton Lane East to Bell Orchard Drive/Baylor Street (Figure K-2)

1. The residential nature and mix of single-family and multi-family housing should be maintained, as should the diversity of housing values, including all vacant land --

especially the large RS-12 zoning district immediately north of Yesteroaks apartments.

2. Willoughby Boulevard should continue north of Pisgah Church Road to provide access to that area as it develops.
3. A high-value, single-family residential area should be developed north of Pisgah Church Road along and near the proposed Willoughby Boulevard Extension.
4. The Sheridan Road Neighborhood Park should be enhanced and land purchased to expand the park to Pisgah Church Road. Enhanced signage for the park should be placed on Pisgah Church Road at Sheridan.

c. Bell Orchard Drive/Baylor Street to Church Street/Wind Road (Figure K-3)

1. Given the numerous rezoning requests for a congregate care home facility in the Corridor, the City of Greensboro should encourage prospective clients to consider the abandoned nursing home at Bell Orchard Drive and Pisgah Church Road for adaptive reuse. Other potential adaptive reuses could include a day care facility.
2. The Pisgah Church Road/Elm Street intersection should continue to diversify as a commercial node **WITHOUT** strip development. For instance, a gas station at the northwest corner lot and a video rental store north of First Citizens Bank would provide excellent consumer services, particularly for vehicles moving north-south on Elm Street.

3. The county island of jurisdiction north of McDonalds and west of Elm Street should be annexed into the city and left as a natural habitat (Figure D-1).
4. The county island of jurisdiction north of Pisgah Church Road and east of Elm Street should also be annexed into the city. The City should encourage the infilling of this area with low-to-moderate-value housing or Limited Office development along Scott Road.
5. North Elm Street north of Pisgah Church Road to the Villages of Lake Jeanette entryway should meet the same Scenic Corridor regulations as Pisgah Church Road. No commercial development should be allowed north of the current CU-LB (Limited Business) district.
6. All land along the north side of Pisgah Church Road between First Citizens Bank at Elm Street and the gasoline station at Church Street should be rezoned moderate density, multi-family and/or Limited Office (LO) District in large tract development. The Limited Office District will be primarily intended to accommodate low intensity medical, professional, administrative and government office uses on small to mid-size sites near the surrounding residential areas. This area could also include either a pre-school/day-care center, branch library, or continued use as a school of the present Jesse Wharton School site. The day-care center would represent the only such facility between Lawndale Drive and

Brightwood School Road; the branch library is an excellent example of creative adaptive reuse that is also compatible with its surroundings. The continuation as a school could lessen overcrowding in other nearby schools and decrease the distance children in nearby neighborhoods would have to travel to school. This LO District will prevent commercial strip development between the Elm and Church Street commercial centers.

7. To complement the office district (item 4 and 6 above) north of Pisgah Church Road, an affordable (\$70,000-\$100,000) residential planned unit development following neo-traditional town plan principles (i.e., narrower streets, few cul-de-sacs, common open spaces, sidewalks, corner store, mix of home types, smaller lots, curbside trees, recreational facilities, etc.) should be developed along the south side of Pisgah Church Road between the commercial zoning districts, which include Harris-Teeter at Elm Street and Auto Zone near Church Street. This could include the rear part of the very deep lots fronting Church Street south of Skateland. Any of the single-family residences remaining along the west side of Church Street should include lots of at least 300-foot-depth. This would insure a separation between the two commercial nodes at Elm and Church Streets. It would also encourage increased residential densities on underutilized lots. Finally,

there is sufficient retail floor space nearby to accommodate the increased residential densities in terms of consumer services.

8. Existing shopping centers should be encouraged to enhance their properties through various beautification projects and better utilization of out-parcels and outlying lots.
 - (a) The City should encourage the Church Street Crossing Center owner to beautify the parking lot by introducing tree-lined medians and street furniture, such as at Friendly Shopping Center.
 - (b) The outlying parcels of land, especially the former Welch's Produce Store on the southeast corner of Pisgah Church Road and Church Street, should be more aggressively marketed for consumer services, such as a full-service restaurant, a K&W/J&S-type cafeteria, a branch bank, a video rental store, etc.

d. Church Street/Wind Road to Scott Road (Figure K-4)

1. Most of this sub-corridor should be developed as a mix of single-family and multi-family housing. The rolling topography and bucolic rural landscape behind the residences north of Lees Chapel Road should be preserved wherever possible.

2. The area immediately east of the Duke Power right-of-way and south of Lees Chapel Road (within the 1,500-foot corridor) should be maintained as moderate-density multi-family residential land use.
3. The Shopping Center Zoning District about a quarter of a mile north of the Lees Chapel Road/Yanceyville Road intersection at the south off-ramp of the proposed urban loop is well placed to serve the growing residential neighborhoods north of the proposed loop, as well as the rest of the sub-corridor.
4. The Lees Chapel Road/Yanceyville Street intersection should be developed as a mixed single-family and moderate-density multi-family residential node with the current commercial zoning to remain. Multi-family residential zoning should be introduced at the northeast corner lot to preserve the residential nature of this sub-corridor, although an assisted-living residential complex might also be desirable. Additional commercial development at this intersection should be discouraged, given the nearby Church Street Crossing Center less than a mile to the west and the Shopping Center Zoning District just south of the proposed intersection of the urban loop.
5. The southeast corner of the Lees Chapel Road/Yanceyville Street intersection should be maintained as single-family residential to match the surrounding neighborhood.

6. The City should explore possible means to enhance the appearance of select residential and commercial lots north of Lees Chapel Road between Yanceyville Street and Ashdale Road, especially between the 1600 and 2200 blocks.
7. A small neighborhood park between Ashdale Road and the railway should be developed. (See Recommendation 1.c.1.b)
8. The City should encourage developers to provide low to moderate-valued housing in the area bounded by Forest, Yarborough, Summit, and Holders Roads.

L. REFERENCES

News and Record 1996 "Top Ten Developers" February 4.

News and Record 1995 "Study Finds Mid-Income Housing Gap" December 12.

North Carolina Department of Transportation 1996, Official Correspondence from M. Bruff, Transportation Engineer, NC DOT to Scott Lane, Transportation Planner, City of Greensboro, January 29.

Appendices

TRACTS WITHIN THE CORRIDOR

Tracts 119.04 and 119.05 are the poorest parts of the area, though they had had some of the greatest growth spurts since 1980. Tract 119.04 (south of Lees Chapel and east of Church Street) had a very high rate of growth of the population and of children under 18 years of age in the 1980s, compared to the city and to other tracts in the area, and ranked second in the area in the rate of increase of children under five years of age. During the 1980s, this tract far exceeded the city and led all tracts in this area in the rate of growth of housing units and renter-occupied units. It also led in the growth rate of African Americans, as well as the percentage point gain for African Americans, high school graduates, and college graduates. Tract 119.04 has a much higher percentage of people living alone than does the city and leads all tracts in the area, while at the same time having the highest percentage of children under 18 and a moderately-low proportion of the elderly. This tract also has a much lower average household income and housing value, as well as percent of owner-occupied housing, than does the city as a whole and the lowest figures for the tracts in this area (for which data are available). Tract 119.04 also has the lowest percentage of workers in executive/managerial/professional occupations and the second lowest proportion of high school and college graduates (though it had the greatest relative gain in these educational categories during the 1980s).

Tract 119.05 (in the southeast corner of the area) has grown faster than the city as a whole since the 1990 census and is the only tract in the area to exceed the city growth rate. It has a higher percentage of children under five than does the city or any tract in the area and one of the highest proportions of children under 18. This tract also had a much greater rate of increase for the elderly than did the city and ranked second among the tracts in the area. The rate of growth for those widowed was also much greater in this tract (and the for the three others for which data are available) than for the city in general. This was the only part of the area to have a decline during the 1980s in the percentage of adults with a college degree. This tract has a much lower average rent than the city and the lowest in the area, as well

as the second lowest average household income and housing value, and had a relatively low increase to owner-occupied housing during the 1980s. Tract 119.05 also has a higher poverty rate and percentage of children in households with female householders than the city and the highest among area tracts (for which data are available), as well as the lowest percentages of high school and college graduates and the second lowest proportion of persons in executive/managerial/professional jobs.

On the other hand, tracts **125.03** and **127.03** incorporate both affluent and middle or lower-middle residential neighborhoods. These tracts (in the southwestern part of the area) have much higher average household incomes than the city as a whole and the highest for the area (for which data are available). Tract 127.03 had high growth rates for the overall population, for children under 18, and those who live alone, compared to the city, as well as the highest rates of growth for the elderly and widowed groups of any tracts in the area. This tract had a much greater rate of increase in owner-occupied housing units than the city as a whole and led this area. It also had a higher growth rate in housing units than the city and ranked third in the rate of construction of area housing units. The average value of the owner-occupied units is much higher than the city average and exceeds all other tracts in the area. The percentage of the people living in this tract who moved into it during the late 1980s is higher than that for tracts in the city in general and the highest of any of the tracts in the area. This tract also had a much greater percentage point gain in the percent of adults who are college graduates than did the city and the greatest for any of the area tracts (for which data are available).

Tract 125.03, which has the highest average household income and percentage of high school graduates in the area, has the second lowest poverty rate, percentage of children in families with female householders, and percentage increase of African Americans. It ranks second in the area in average housing value and percent college graduates and third in percent owner-occupied housing and in percent increase of elderly and widowed persons, but last in those living alone. This tract has actually declined in population and in children under five and has had only a very small increase in housing units. It has had a lower growth rate of children under 18 and a much lower rate of increase of persons living alone

than the city as a whole.

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Tract 157.03 (north of 125.03 and 127.03 across Pisgah Church Road) has many similarities to tracts 125.03 and 127.03, yet it is very different. Primarily, it lacks the degree of income and associated extremes found in the other two tracts. As do the other two tracts, 157.03 has a higher average household income than the city, ranking third in the area, but second in median income. It also has the lowest poverty rate and ties with 125.03 for the second lowest percentage of children in families with a female householder. This tract has the highest percentages of college graduates and workers in executive/managerial/professional occupations and ranks second in high school graduates and mean rent, all these being considerably above the city averages. However, average housing value and percent owner-occupied units are only about average for the city.

APPENDIX I TABLE

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1990 POPULATION AND HOUSING DATA FOR TRACTS AND PARTIAL TRACTS

	119.04	119.05	125.03	125.08 part	127.03	155 pt.	157.01 part	157.02 part	157.03	Area
Pop.	2074	3049	4278	2025	4506	1390	115	654	3759	21850
'80-'90 Change	870	485	-47	-191	1504	413	-16	-43	899	3874
'80-'90 % Change	72%	19%	-1%	-9%	50%	42%	-12%	-6%	31%	22%
Pop/acre	2.2	3.3	4.8	3.4	3.5	NA	NA	NA	NA	NA
Pop/Hhold	2.1	2.6	2.5	2.4	2.5	2.3	1.8	3.2	2.5	2.4
# < 18	362	837	984	425	1194	311	16	214	882	5225
% < 18	18%	28%	23%	21%	27%	22%	14%	33%	24%	24%
'80-'90 % Ch <18	96%	23%	6%	-4%	63%	53%	-2%	2%	35%	30%
# > 64	169	328	466	275	431	155	25	32	264	2145
% > 64	8%	11%	11%	14%	10%	11%	22%	5%	11%	10%
'80-'90 Ch. >64	38	221	242	97	312	68	3	13	109	1103
'80-'90 % Ch >64	29%	207%	108%	54%	262%	78%	14%	68%	70%	105%
'80-'90 % Ch Wid	900%	691%	855%	NA	2090%	NA	NA	NA	NA	NA
% H Sch Graduate	69%	59%	91%	70%	81%	NA	NA	NA	90%	NA
% Col Grad	17%	6%	44%	34%	37%	NA	NA	NA	45%	NA
% Afr Am	27%	34%	9%	3%	22%	23%	2%	57%	16%	20%
'80-'90 % Ch AA	1620%	24%	<1%	138%	54%	208%	NA	250%	95%	78%
Housing Units	1116	1219	1769	917	2052	683	64	215	1596	9631
'80-'90 % Ch HU	146%	26%	8%	8%	74%	85%	23%	-7%	42%	31%

APPENDIX I TABLE (continued)

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	119.04	119.05	125.03	125.08 part	127.03	155 pt.	157.01 part	157.02 part	157.03	Area
% H Unit										
Own-Occu	32%	56%	78%	83%	45%	58%	54%	90%	60%	60%
'80-'90										
# Ch O-O	38	78	118	50	421	83	-7	-9	315	1087
'80-'90										
% Ch O-O	14%	14%	10%	7%	95%	32%	-18%	-5%	52%	25%
'80-'90										
%Pt Ch O-Occu	-33pts	-7pts	2pts	-1pt	4pts	-20pts	-26pts	<1pt	1pt	-7pts
'80-'90										
# Ch R-O	530	168	-7	18	375	171	17	-2	189	1459
'80-'90										
% Ch R-O	342%	50%	-2%	14%	59%	211%	170%	-9%	45%	67%
Ave Value										
O-O (\$)	57300	62500	141800	50268	219100	76900	74000	81900	93300	116300
Ave Rent	368	306	405	552	342	376	441	395	480	384
% in Exec/ Mgr/Prof	3%	10%	34%	NA	32%	NA	NA	NA	38%	NA
Med Hhold										
Income	21600	20500	40300	38700	36800	NA	NA	NA	42200	NA
% in Pov	13%	20%	4%	NA	9%	NA	NA	NA	4%	NA

NEIGHBORHOODS ALONG THE CORRIDOR

Either individual neighborhoods or groups of neighborhoods were found to have certain socio-economic characteristics which distinguished them from the others and from the average for the city. Thus, the corridor can be viewed as consisting of several residential areas with distinct demographic characteristics (Figure F-23).

The western end of the corridor contains four neighborhoods (A, B, C, & D) from just west of the Battleground/Pisgah Church intersection to south and west of Normandy Lane-Canterbury and north of Dellwood Drive. This residential area borders the western commercial districts at the Pisgah Church/Lawndale and Pisgah Church/Battleground intersections. Although both the percentage of housing units being owner-occupied (87%) and the average number of rooms per unit (6.3) are greater than the city averages (54% and 5.4 rooms), the average value of owner-occupied units is only 81 percent of the city average (\$100,400). See Figure F-24. The people living in this area are overwhelmingly white (98%), in comparison to the city average (66%). See Figure F-25. The proportion of the population being elderly (19%) in this area is two-thirds greater than for the city (12%). See Figure F-26. There is, however, nearly the same percentage of children in this area as in the city. Thus, this western residential area can be considered to be primarily one of moderately-low value owner-occupied housing of above-average size inhabited by a large proportion of white elderly people.

Across Pisgah Church Road from Normandy Lane is a moderate-size (< 100 units) apartment complex (E) of relatively high rents (\bar{X} = \$499), compared to the city average (\$365). See Figure F-24. However, the small number of homes which are rented in the nearby western residential area have an average rent almost as high as this apartment area. This area is also overwhelmingly white (87%). See Figure F-26. The proportions of Asians (3.3%) and Hispanics (1.9%) are about twice the average for the city (1.4% and 1%, respectively), but represent only a small number of people. Other characteristics of the housing and population of this residential area do not vary greatly from those for the city as a

whole.

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The west-central part of the corridor (F & G) is south of Pisgah Church Road and separated by Willoughby Drive. This is a residential area of very large (9.5 rooms/unit), owner-occupied (99.9%), high-value (\bar{X} = \$290,000) housing (Figure F-24). The people living here are overwhelmingly white (95%), but include the highest proportion of Asians (4%) in the corridor and a much higher percentage than does the city (1.4%). See Figure F-26. The percentage of children in this area (34%) is also much greater than for the city (21%) or for the other neighborhoods in the corridor, except for the one just east of this area (south of Pisgah between Baylor and Church), where 30 percent of the residents are children (Figure F-25). Perhaps, the very large homes with the high percentage of children explain why this affluent area also has the most persons per occupied housing unit (3.4), which is much higher than the city average (2.5).

The central residential area (H, I, J, & K) of the corridor is composed of a core of two contiguous neighborhoods between Baylor and Mizell, flanked by two smaller ones. This residential area has the lowest percentage of owner-occupied housing (18%), except for the western apartment complex (Figure F-24). These units are of low value (\bar{X} = <\$57,300), the rental units have a below-average rent (\$348), and housing, in general, has the greatest percentage of overcrowding (4%).

The two core neighborhoods (I & J) in this area contain two developing commercial nodes on Pisgah Church Road at Elm Street and at Church Street. These two neighborhoods contain all apartments in the corridor in buildings of 10 or more units, except for those in the western apartment complex. These adjacent neighborhoods also have two of the three highest housing vacancy rates among the 13 in the corridor and their average rate far exceeds the city average (13% vs. 7%, respectively). In addition, they have the fewest average number of rooms per unit (4.5) in the corridor. These core neighborhoods in the central residential area also have the highest percentage of African Americans (43%), compared to 34 percent in the city, and the lowest proportion of non-Hispanic whites (46%) along the corridor (Figure F-26).

Each of the four neighborhoods within the central area ranks high for one or more demographic variables. The neighborhood south of Pisgah Church Road between Baylor and Church Streets (I) is the most ethnically diverse with among the highest percentages of not only African Americans, but also Asians (4.5%), Hispanics (4.1%), and Native Americans (1%). See Figure F-26. Although these are small percentages, they combine to outnumber the white, non-Hispanic population. This neighborhood also has the highest proportion of units with single householders with children under 18 years of age (21%). See Figure F-25. The neighborhood to the northwest (H) of this one ranks second (15%) in this category, and both of them far exceed the city average (8%). The neighborhood to the northeast and east of I (J) (i.e., north of Pisgah along Church and south of Pisgah east of Church) has by far the greatest proportion of its units with people living alone (42%, compared to 31% for the city). See Figure F-25. Thus, this neighborhood also has the fewest persons per unit (1.6), compared to 2.5 for the city). However, few of these people are elderly (3%), and 90 percent live in rental units with above-average rents (\$380). The only one of these four central neighborhoods to exceed the city average in percent elderly (17% vs. 12%, respectively) is the one southeast of the core (K). See Figure F-25. This neighborhood is over 90 percent white and has nearly three-fourths of its housing units owner-occupied.

The eastern end of the corridor contains two neighborhoods (L & M) of very low-value (\$51,700), mainly owner-occupied housing (Figure F-23). The rental housing (23%) has the lowest average rent (\$295) in the corridor. Less than two percent of all units in this residential area is vacant. The average number of persons per occupied unit (2.8) is second only to that of the highest-value residential area (3.4) and much above that of the city (2.5). However, the percentage of children is about the city average (21%).

APPENDIX II TABLE

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POPULATION AND HOUSING DATA FOR NEIGHBORHOODS

	A	B	C	D	E	F	G	H	I	J	K	L	M
1990 Pop.	274	34	350	430	210	724	202	53	1674	461	115	228	530
Whites	254	33	346	426	182	692	190	48	839	214	105	219	354
Afr. Am.	13	0	4	4	21	16	4	5	680	243	8	4	165
Nat. Am.	0	0	0	0	0	0	4	0	18	0	2	5	5
Asian Am.	7	1	0	0	7	16	8	0	75	4	0	0	0
Hispanic	8	2	6	9	4	7	0	0	69	5	0	1	0
Under 18	57	5	69	93	39	244	75	11	477	42	20	51	110
Over 64	46	11	75	79	15	20	3	4	67	13	19	20	71
Live Alone	33	4	27	37	21	7	1	5	199	150	16	11	35
Single HH w Child.	3	1	6	10	9	5	2	3	145	18	2	3	15
Hous. Unit	116	19	173	184	98	220	60	20	775	355	52	82	197
Persons/HH	2.4	2.1	2.1	2.4	2.2	3.4	3.5	2.7	2.4	1.6	2.3	2.8	2.7
Units in 10+ Bldg.	0	0	0	0	22	0	0	0	267	308	0	0	0
Rooms/Unit	6.4	5.7	6.2	6.3	5.1	9.5	9.5	5.2	4.3	3.6	5.2	5.2	5.0
Occup. Unit	116	16	163	178	97	216	57	20	693	289	51	81	193
Owner-occu. Units	100	11	138	162	0	215	57	17	128	10	37	65	140
Renter-occu. Units	16	5	25	16	97	1	0	3	565	279	14	16	53
Vacant Unit	0	3	10	6	1	4	3	0	82	66	1	1	4
Ave. Value (\$ 00)	845	686	832	800	-	2795	3302	567	569	579	589	482	533
\$ Ave Rent	497	470	368	544	499	-	-	330	333	380	300	334	283

APPENDIX III

October 20, 1994

Text Amendment 94-9
Eastchester Scenic Corridor Overlay District
City of High Point, North Carolina

As Approved by the City Council on October 20, 1994

Delete the existing Section 9-4-4 (c) and replace with the following amended text.

- (1) Overlay District Based on Corridor Plan: Before a Scenic Corridor Overlay District is established for any particular road, a corridor plan shall be prepared by the Department of Planning and Development describing the conditions, boundaries, and requirements for each proposed Scenic Corridor Overlay District. The plan shall, at a minimum, address the following issues:
 - a. The arrangement of land uses along the corridor which shall create a visually pleasing impression.
 - b. The unique qualities of the corridor, such as landmark buildings, views and vistas, and natural features which lend themselves to special consideration.
 - c. The value of the corridor as an entryway to the City which can influence the perception of individuals or firms considering investment in the community.
 - d. Transportation, including vehicular access, dedication of right-of-way, driveway limitations, and traffic impact.
- (2) Corridor Plan Approved: The plan shall be forwarded, with the recommendations of the Planning and Zoning Commission to the City Council for approval.
- (3) General Requirements: The following general requirements will apply to the Scenic Corridor Overlay District:
 - a. For the purpose of this ordinance, a Scenic Corridor Overlay District is a district which supplements the underlying zoning district established on the site. The boundaries of the overlay district are indicated on the Official Zoning Map. The requirements herein shall apply to all new construction, additions, alterations, or storage areas, unless explicitly exempted, in addition to the underlying zoning district(s).

- b. Permitted Uses: All uses permitted in the underlying zoning districts are allowed as regulated by said districts.
- c. Development Requirements: The specific development requirements of a particular scenic corridor overlay district shall apply uniformly to all property within said district, as specified in the officially adopted corridor plan and this section. Said requirements shall be incorporated in Subsection (4) below of this Section after adoption of the corridor plan.

(4) Eastchester/N.C. Highway 68 Scenic Corridor Overlay District Established: The Eastchester/N.C. Highway 68 Scenic Corridor Overlay District is hereby established as a scenic corridor overlay district.

- a. Boundaries of the Scenic Corridor Overlay District: The boundaries of the Eastchester Scenic Corridor Overlay District shall be as shown on the Official Zoning Map.
- b. Applicability
 - 1. Application: The Eastchester Scenic Corridor Overlay District regulations shall apply to all principal buildings on lots or open uses of land constructed, reconstructed, or established after (the effective date of this ordinance), except as exempted or otherwise provided in Subsections 9-4-4(c)(4)b.2. and 9-4-4(c)b.3. below.
 - 2. Exemptions: The Eastchester Scenic Corridor Overlay District regulations shall not apply to:
 - i. Single family detached dwellings or two-family dwellings on their own lots.
 - ii. Those lots where an application for a building permit for the improvement, repair or renovation of an existing structure or building is requested so long as the proposed changes do not result in a change in the type of occupancy as set forth in the N.C. State Building Code.
 - iii. Those buildings and their accessory uses including parking or vehicular storage areas existing on November 5, 1986 whose gross

square footage of building or pavement area is not expanded in excess of 25 percent of that which existed on November 5, 1986.

- iv. Those projects that are built or those projects that at a minimum have established a vested right under N.C. zoning law as of (the effective date of the revised Eastchester Scenic Corridor regulation), based on at least one of the following criteria:
 - 1) substantial expenditure of resources (time, labor, money) based on a good faith reliance upon having received a valid local governmental approval to proceed with the project; or 2) having a valid outstanding building permit; or 3) having expended substantial resource (time, labor, money) and having an approved site specific or phased development plan in compliance with NCGS 153A-344.1 or NCGS 160A-385.1.

- 3. Expansion of Existing Uses: For those buildings and their accessory uses, including parking or vehicular storage areas, which are expanded in excess of 25 percent of their gross square footage of building or pavement area after November 5, 1986, the following requirements shall be met:

- i. Where feasible, required planting yards shall be provided. In locations where the entire width of the required planting yard cannot be provided due to existing development, planting yards shall be provided to the extent possible, with no reduction in the size or numbers of required plantings.
- ii. The expanded portion of any new parking lot or vehicular storage area shall meet the full planting requirement for parking and vehicular surface areas.

- c. Landscaping Requirements: Landscaping shall be in accordance with the provisions of Table 4-4-1 and the following requirements:

- i. Peripheral planting yards, for lot boundaries other than street frontages, shall be as required by Section 9-5-11 of the Ordinance.
- ii. Street planting yards may be used in a limited fashion for signage, crosswalks, pools, fountains and other amenities, as long as no more than 15 percent of the yard is covered with impervious surfaces.

TABLE 4-4-1
EASTCHESTER SCENIC CORRIDOR OVERLAY DISTRICT
Landscaping and Signage Requirements

REQUIREMENTS	NORTH MAIN STREET NORTH TO JOHNSON STREET	JOHNSON STREET NORTH TO PENNY ROAD		PENNY ROAD NORTH TO GALLIMORE DAIRY ROAD	
		OPTION A	OPTION B	OPTION A	OPTION B
Minimum Building Setback	50'	50'	100'	75'	150'
Minimum Street Yard Width (and Min. Parking Lot Setback)	20' average 10' minimum	20' average 10' minimum	40' average 30' minimum	40' average 30' minimum	50' average 30' minimum
LANDSCAPING					
⁽¹⁾ Tree Survey Depth Required from Eastchester	50'	100'	100'	150'	150'
⁽²⁾ Minimum Trees Required and Minimum Size when Survey Area	1/25 (2.5"-3.0" cal.)	1/20 (2.5"-3.0" cal.)	1/40 (2.5"-3.0" cal.)	1/25 (2.5"-3.0" cal.)	1/50 (2.5"-3.0" cal.)
⁽²⁾ Minimum Shrubs Required and Minimum Size when Survey Area	17/100 L.F. (30")	25/100 L.F. (30")	17/100 L.F. (24")	17/100 L.F. (30")	17/100 L.F. (24")
Interior Parking Landscape Requirements	1 tree in island/12 spaces (min. 200 sq. ft. island area)	1 tree in island/12 spaces (min. 200 sq. ft. island area)	1 tree in island/12 spaces (min. 200 sq. ft. island area)	1 tree in island/12 spaces (min. 200 sq. ft. island area)	1 tree in island/12 spaces (min. 200 sq. ft. island area)
SIGNAGE					
Attached (Wall)					
Number Permitted	1/wall	1/wall	1/wall	1/wall	1/wall
Maximum Area	⁽³⁾ 7.5% of wall area not to exceed 100 sq.ft.	7.5% of wall area not to exceed 100 sq.ft.	7.5% of wall area not to exceed 125 sq.ft.	7.5% of wall area not to exceed 100 sq.ft.	7.5% of wall area not to exceed 125 sq.ft.
Height	1	top of wall	top of wall	top of wall	top of wall
Freestanding					
Number Permitted	1/frontage	1/frontage	1/frontage	1/frontage	1/frontage
⁽⁴⁾ Setback	R/W	R/W	R/W	R/W	R/W
⁽⁵⁾ Height	6' for lots with less than 200' of street frontage; for lots exceeding 200' of frontage, height shall be as permitted by Table 5-16-2, with a 20' possible maximum				
Maximum Area	50 sq.ft. for single businesses; 90 sq.ft. for group developments ≤25,000 sq.ft.; 135 sq.ft. for group developments >25,000 sq.ft.				

GENERAL NOTE; ALL TREE REQUIREMENTS ARE FOR CANOPY TREES, UNLESS OTHERWISE APPROVED BY THE ENFORCEMENT OFFICER.

FOOTNOTES:

- ⁽¹⁾ Refer to Section 9-4-(c)(4)c.iv. for tree survey requirements.
- ⁽²⁾ At least 50 percent of required plantings shall be planted within the required street yard, except that more than 50 percent of the planting requirement may be met outside the street yard but within the survey area, subject to approval of an alternate landscape plan in accordance with Section 9-5-11(f). A berm a minimum of two feet (2') high may be used in conjunction with smaller plant material subject to approval of the Enforcement Officer, provided the combined height meets the intent of the Ordinance regarding screening.
- ⁽³⁾ Shopping centers of over 190,000 sq.ft. of gross floor area and whose store front is at least 300' from the facing right-of-way shall be allowed the following attached (wall) signage: (a) stores of over 150 feet of width shall be allowed 7.5% of the wall area, with no maximum limit; b) stores of less than 150 of width shall be allowed 10% of the wall area, with no maximum limit; and c) no letter on a sign shall exceed six feet in height.
- ⁽⁴⁾ Signs must be located outside public street right-of-way and outside any sight distance area.
- ⁽⁵⁾ The maximum height above the average finished grade of any earthen berm, mound or similar elevated earthen form upon which a sign is erected shall be included when determining the maximum height of a sign. Any sign greater than 6 feet in height shall not be located within 100 feet of any residential district.

- iii. Tree yard preservation within required planting yards and the required survey area shall be required where feasible, to satisfy the landscaping requirements of the Ordinance. Feasibility of preservation shall be determined by the Enforcement Officer utilizing the following criteria:
 - True specimens and size.
 - Health of the tree.
 - Whether the location of the tree prevents all reasonable access to the property.
 - Whether the location of the tree prevents the construction of utility lines or drainage facilities.
 - Whether the location of a tree precludes all reasonable use of the property.
 - Impact of tree on health of remaining trees.
 - The tree enhances the streetscape appearances.
 - iv. Tree Survey Requirements: The required tree survey shall identify canopy trees of a 8-inch caliper dbh or greater, and understory trees of 4-inch caliper dbh or greater. The tree survey shall be utilized by the Enforcement Officer to evaluate the feasibility of tree preservation.
 - v. Watershed detention ponds shall be screened with landscaping so as to obscure, to the maximum extent feasible, view from public rights-of-way.
 - vi. The landscaping design and maintenance standards of Section 9-5-11(c) shall apply, except as otherwise provided in this section.
 - vii. Procedures: Prior to obtaining a grading permit or building permit, an applicant shall receive approval from the Enforcement Officer of a Landscape Plan, prepared in accordance with the landscaping regulations. The landscaping plan and grading plans shall depict all existing trees proposed to be preserved.
- d. Signage: Signage shall be in accordance with Table 4-4-1 and the following requirements. In case of conflict with the signage provisions of the underlying zoning districts, the stricter standard shall apply.

- i. Prohibited Signs: In addition to signage prohibited by Section 9-5-16(b) of the Ordinance, the following signs shall be prohibited in the Eastchester Corridor Overlay District:
 - Changeable copy signs (message boards), except for fuel pricing and church identification signs all allowed by Subsections 9-4-4(c)d.iii and 9-4-4(c)d.iv below.
 - Animated signs, including electronic changeable copy signs, except for time and temperature signs which do not exceed fifteen square feet of copy area.
 - Ground surface signs.
 - Posters
- ii. Freestanding signs shall display only the name, trademark, registered logo.
- iii. Freestanding fuel pricing signs shall display only the name, trademark, registered logo or vehicular fuel product and prices.
- iv. Church identification signs shall display only the church name, service hours and church related events.
- v. In nonresidential districts, illumination of all signage shall be limited to cut-out letter and indirect lighting, except for wall signage in commercial districts. In commercial districts, back lit wall signage shall be permitted, however, signs with panels over fluorescent lighting shall be opaque.
- vi. All developments shall be required to prominently display their address so as to visible from Eastchester Drive.

e. Architecture

- i. Metal and vertical sided buildings, which include but are not limited to buildings sided with vinyl and masonite, which are visible from the Eastchester Drive right-of-way are prohibited unless architectural building plans and elevations are submitted to the City Council for review and approval.
- ii. Recognizing topographical and other physical features of a site, decorative screening and/or landscaping shall be installed so as to obscure as much as reasonably possible from view from public rights-of-way all trash rooms,

trash holding receptacles, loading or servicing areas, mechanical or electrical equipment, storage facilities or bins, or other unsightly building appurtenances. Appropriate screening shall also be provided obscure as much as reasonably possible all roof-mounted equipment, appurtenance, and roof vents from view from public rights-of-way.

- iii. Design guidelines for multi-tenant commercial developments and/or nonresidential group developments shall be required for the purpose of facilitating unified developments with compatible architecture, scale, proportion and building elements that provide visual unity and are harmonious with other buildings in the surrounding area. Prior to the development of any phase of a commercial multi-tenant and/or non-residential group development, design guidelines governing the appearance of all buildings within the property shall be submitted by the developer for the review and approval of the Director of Planning and Development prior to the approval of any permits. Said guidelines shall address and include the following criteria:
- Common signage plan requirements and criteria, including locations, area(s), copy, illumination proposed, height(s), material(s), proposed color schemes, and provisions for shared use of signage.
 - Exterior building materials and colors, including examples of materials and colors to be consistent throughout the development.
 - Facade design, mass and rhythm.
 - Common landscaping scheme, including street yard(s) and peripheral plantings, parking area plantings, and tree preservation.
 - In addition, at the discretion of the developer, the design guidelines shall address at least two of the following criteria, which shall be unified throughout the development:
 - Building heights
 - Roof shapes
 - Pedestrian circulation, sidewalks

- f. Character of Development for Developments Located at Entrances to existing Residential Subdivisions: Any exterior modifications, alterations, additions, or construction of any new structure on property located at entrances to residential subdivisions must retain a residential character, nature and appearance, including the following criteria:
- A maximum two-story height.
 - A roof line compatible with adjacent residences.
 - Building materials compatible with adjacent residences.
 - The location of parking areas in a manner which minimizes the impact on adjacent residential dwellings.
 - Window treatments compatible with adjacent residences.
 - Landscaping around the foundation of principal buildings.
 - The style, size and location of any exterior lighting.
 - The location, size, color, materials, height and illumination of proposed signage.

Design guidelines which, at a minimum, address the above criteria, shall be submitted by the developer for the review and approval of the Director of Planning and Development prior to the approval of any development plans or the issuance of any permits.

Add the following definitions to Section 9-5-2(a) Buildings and Structures, and renumber accordingly.

- (7) FACADE: The principal face or front elevation of a building.
- (8) FACADE DESIGN: The overall impression of the building resulting from its scale and proportion, massing, rhythm and selection of materials; also, the creative process of arraying the elements into a whole.
- (9) FACADE MASS: Characteristic of how simply or complexly the form of the facade of the building encloses the volumes of space inside.
- (10) FACADE RHYTHM: The number and spacing of elements, such as doors, windows, or other facade details.
- (11) SCALE AND PROPORTION: The size of buildings and architectural details in relation to one another and the size of man. Scale is also determined by the relationship of a building mass to open space.

TABLE I. FISCAL YEAR 1995-1996 BUDGET REQUEST BY MAJOR CATEGORY

FISCAL YEAR 1995-1996 BUDGET REQUEST BY MAJOR CATEGORY

Category	Amount (\$)
Agencies (AG)	2,100,000
Single Family Residential (RS-1, RS-2, RS-3, RS-4, RS-5, RS-6, RS-7, RS-8, RS-9, RS-10, RS-11, RS-12, RS-13, RS-14, RS-15, RS-16, RS-17, RS-18, RS-19, RS-20, RS-21, RS-22, RS-23, RS-24, RS-25, RS-26, RS-27, RS-28, RS-29, RS-30, RS-31, RS-32, RS-33, RS-34, RS-35, RS-36, RS-37, RS-38, RS-39, RS-40, RS-41, RS-42, RS-43, RS-44, RS-45, RS-46, RS-47, RS-48, RS-49, RS-50, RS-51, RS-52, RS-53, RS-54, RS-55, RS-56, RS-57, RS-58, RS-59, RS-60, RS-61, RS-62, RS-63, RS-64, RS-65, RS-66, RS-67, RS-68, RS-69, RS-70, RS-71, RS-72, RS-73, RS-74, RS-75, RS-76, RS-77, RS-78, RS-79, RS-80, RS-81, RS-82, RS-83, RS-84, RS-85, RS-86, RS-87, RS-88, RS-89, RS-90, RS-91, RS-92, RS-93, RS-94, RS-95, RS-96, RS-97, RS-98, RS-99, RS-100)	1,450,000
Multi Family Residential (RM-1, RM-2, RM-3, RM-4, RM-5, RM-6, RM-7, RM-8, RM-9, RM-10, RM-11, RM-12, RM-13, RM-14, RM-15, RM-16, RM-17, RM-18, RM-19, RM-20, RM-21, RM-22, RM-23, RM-24, RM-25, RM-26, RM-27, RM-28, RM-29, RM-30, RM-31, RM-32, RM-33, RM-34, RM-35, RM-36, RM-37, RM-38, RM-39, RM-40, RM-41, RM-42, RM-43, RM-44, RM-45, RM-46, RM-47, RM-48, RM-49, RM-50, RM-51, RM-52, RM-53, RM-54, RM-55, RM-56, RM-57, RM-58, RM-59, RM-60, RM-61, RM-62, RM-63, RM-64, RM-65, RM-66, RM-67, RM-68, RM-69, RM-70, RM-71, RM-72, RM-73, RM-74, RM-75, RM-76, RM-77, RM-78, RM-79, RM-80, RM-81, RM-82, RM-83, RM-84, RM-85, RM-86, RM-87, RM-88, RM-89, RM-90, RM-91, RM-92, RM-93, RM-94, RM-95, RM-96, RM-97, RM-98, RM-99, RM-100)	1,100,000
Office (O-1, O-2, O-3, O-4, O-5, O-6, O-7, O-8, O-9, O-10, O-11, O-12, O-13, O-14, O-15, O-16, O-17, O-18, O-19, O-20, O-21, O-22, O-23, O-24, O-25, O-26, O-27, O-28, O-29, O-30, O-31, O-32, O-33, O-34, O-35, O-36, O-37, O-38, O-39, O-40, O-41, O-42, O-43, O-44, O-45, O-46, O-47, O-48, O-49, O-50, O-51, O-52, O-53, O-54, O-55, O-56, O-57, O-58, O-59, O-60, O-61, O-62, O-63, O-64, O-65, O-66, O-67, O-68, O-69, O-70, O-71, O-72, O-73, O-74, O-75, O-76, O-77, O-78, O-79, O-80, O-81, O-82, O-83, O-84, O-85, O-86, O-87, O-88, O-89, O-90, O-91, O-92, O-93, O-94, O-95, O-96, O-97, O-98, O-99, O-100)	1,100,000
Construction (C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, C-12, C-13, C-14, C-15, C-16, C-17, C-18, C-19, C-20, C-21, C-22, C-23, C-24, C-25, C-26, C-27, C-28, C-29, C-30, C-31, C-32, C-33, C-34, C-35, C-36, C-37, C-38, C-39, C-40, C-41, C-42, C-43, C-44, C-45, C-46, C-47, C-48, C-49, C-50, C-51, C-52, C-53, C-54, C-55, C-56, C-57, C-58, C-59, C-60, C-61, C-62, C-63, C-64, C-65, C-66, C-67, C-68, C-69, C-70, C-71, C-72, C-73, C-74, C-75, C-76, C-77, C-78, C-79, C-80, C-81, C-82, C-83, C-84, C-85, C-86, C-87, C-88, C-89, C-90, C-91, C-92, C-93, C-94, C-95, C-96, C-97, C-98, C-99, C-100)	1,100,000
Information Systems (IS-1, IS-2, IS-3, IS-4, IS-5, IS-6, IS-7, IS-8, IS-9, IS-10, IS-11, IS-12, IS-13, IS-14, IS-15, IS-16, IS-17, IS-18, IS-19, IS-20, IS-21, IS-22, IS-23, IS-24, IS-25, IS-26, IS-27, IS-28, IS-29, IS-30, IS-31, IS-32, IS-33, IS-34, IS-35, IS-36, IS-37, IS-38, IS-39, IS-40, IS-41, IS-42, IS-43, IS-44, IS-45, IS-46, IS-47, IS-48, IS-49, IS-50, IS-51, IS-52, IS-53, IS-54, IS-55, IS-56, IS-57, IS-58, IS-59, IS-60, IS-61, IS-62, IS-63, IS-64, IS-65, IS-66, IS-67, IS-68, IS-69, IS-70, IS-71, IS-72, IS-73, IS-74, IS-75, IS-76, IS-77, IS-78, IS-79, IS-80, IS-81, IS-82, IS-83, IS-84, IS-85, IS-86, IS-87, IS-88, IS-89, IS-90, IS-91, IS-92, IS-93, IS-94, IS-95, IS-96, IS-97, IS-98, IS-99, IS-100)	1,100,000
Public Works (PW-1, PW-2, PW-3, PW-4, PW-5, PW-6, PW-7, PW-8, PW-9, PW-10, PW-11, PW-12, PW-13, PW-14, PW-15, PW-16, PW-17, PW-18, PW-19, PW-20, PW-21, PW-22, PW-23, PW-24, PW-25, PW-26, PW-27, PW-28, PW-29, PW-30, PW-31, PW-32, PW-33, PW-34, PW-35, PW-36, PW-37, PW-38, PW-39, PW-40, PW-41, PW-42, PW-43, PW-44, PW-45, PW-46, PW-47, PW-48, PW-49, PW-50, PW-51, PW-52, PW-53, PW-54, PW-55, PW-56, PW-57, PW-58, PW-59, PW-60, PW-61, PW-62, PW-63, PW-64, PW-65, PW-66, PW-67, PW-68, PW-69, PW-70, PW-71, PW-72, PW-73, PW-74, PW-75, PW-76, PW-77, PW-78, PW-79, PW-80, PW-81, PW-82, PW-83, PW-84, PW-85, PW-86, PW-87, PW-88, PW-89, PW-90, PW-91, PW-92, PW-93, PW-94, PW-95, PW-96, PW-97, PW-98, PW-99, PW-100)	1,100,000
Police Department (PD-1, PD-2, PD-3, PD-4, PD-5, PD-6, PD-7, PD-8, PD-9, PD-10, PD-11, PD-12, PD-13, PD-14, PD-15, PD-16, PD-17, PD-18, PD-19, PD-20, PD-21, PD-22, PD-23, PD-24, PD-25, PD-26, PD-27, PD-28, PD-29, PD-30, PD-31, PD-32, PD-33, PD-34, PD-35, PD-36, PD-37, PD-38, PD-39, PD-40, PD-41, PD-42, PD-43, PD-44, PD-45, PD-46, PD-47, PD-48, PD-49, PD-50, PD-51, PD-52, PD-53, PD-54, PD-55, PD-56, PD-57, PD-58, PD-59, PD-60, PD-61, PD-62, PD-63, PD-64, PD-65, PD-66, PD-67, PD-68, PD-69, PD-70, PD-71, PD-72, PD-73, PD-74, PD-75, PD-76, PD-77, PD-78, PD-79, PD-80, PD-81, PD-82, PD-83, PD-84, PD-85, PD-86, PD-87, PD-88, PD-89, PD-90, PD-91, PD-92, PD-93, PD-94, PD-95, PD-96, PD-97, PD-98, PD-99, PD-100)	1,100,000
TOTAL	7,850,000

Tables

FISCAL YEAR 1995-1996 BUDGET REQUEST BY MAJOR CATEGORY

Category	Amount (\$)
Agencies (AG)	2,100,000

**TABLE 1. PISGAH CHURCH ROAD/LEES CHAPEL ROAD CORRIDOR
BY MAJOR ZONING CLASSIFICATION, 1995**

PISGAH CHURCH ROAD/LEES CHAPEL ROAD LAND CORRIDOR (1500' right-of-way)

<u>Zoning Classification</u>	<u>Acreage (%)</u>
Agricultural (AG)	77.61 (3.5)
Single Family Residential ¹ (RS-5, RS-9, RS-9-(CL), RS-12, RS-12-(CL), RS-15, RS-30, RS-40, RS-40-MH)	1655.0 (74.5)
Multi Family Residential (RM-8, RM-12, RM-18, CU-RM-8, CU-RM-12)	241.76 (10.9)
Office (LO, GO-M, CU-LO, CU-GO-M)	21.13 (0.9)
Commercial (GB, HB, LB, SC, CU-GB, CU-LB, CU-SC)	126.8 (5.7)
Industrial (LI, HI)	15.98 (0.72)
Public and Institutional (PI)	83.91 (3.8)
Planned Unit Development (CU-PDR, CU-PDM)	0.0 (0.0)
TOTAL	2222.25

A. BATTLEGROUND AVENUE TO BRAXTON LANE EAST SUB-CORRIDOR

<u>Zoning Classification</u>	<u>Acreage (%)</u>
Agricultural	0.0 (0.0)

Single Family Residential (RS-9, RS-12, RS-15)	176.6 (52.3)
Multi Family Residential (RM-12)	20.1 (5.9)
Office (LO, GO-M, CU-LO, CU-GO-M)	16.42 (4.7)
Commercial (GB, HB, CU-GB, CU-SC)	66.42 (19.7)
Industrial (LI)	0.43 (0.1)
Public and Institutional (PI)	57.73 (17.1)
Planned Unit Development	0.0 (0.0)
TOTAL	337.66 (15.2% of Land Corridor)

B. BRAXTON LANE EAST TO BELL ORCHARD DRIVE/BAYLOR STREET SUB-CORRIDOR

<u>Zoning Classification</u>	<u>Acreage (%)</u>
Agricultural	0.0 (0.0)
Single Family Residential ² (RS-5, RS-9, RS-9-(CL), RS-12, RS-15)	512.0 (84.03)
Multi Family Residential (RM-8, RM-12, CU-RM-8, CU-RM-12)	97.43 (15.97)
Office	0.0 (0.0)
Commercial	0.0 (0.0)
Industrial	0.0 (0.0)

Public and Institutional	0.0	(0.0)
Planned Unit Development	0.0	(0.0)
TOTAL	609.43	(27.4% of the Land Corridor)

**C. BELL ORCHARD DRIVE/BAYLOR STREET TO CHURCH STREET/WIND ROAD
SUB-CORRIDOR**

<u>Zoning Classification</u>	<u>Acreage (%)</u>	
Agricultural	0.0	(0.0)
Single Family Residential (RS-9, RS-12, RS-40)	168.9	(67.5)
Multi Family Residential (RM-8, RM-12, RM-18)	32.96	(13.2)
Office (CU-GO-M)	4.7	(1.9)
Commercial (GB, SC, CU-GB, CU-LB, CU-SC)	43.77	(17.5)
Industrial	0.0	(0.0)
Public and Institutional	0.0	(0.0)
Planned Unit Development	0.0	(0.0)
TOTAL	250.29	(11.3% of the Land Corridor)

D. CHURCH STREET/WIND ROAD TO SCOTT ROAD SUB-CORRIDOR

<u>Zoning Classification</u>	<u>Acreage (%)</u>	
Agricultural (AG)	77.61	(7.57)

Single Family Residential ³ (RS-9, RS-12, RS-12-(CL), RS-30, RS-40, RS-40-MH)	797.6 (77.8)
Multi Family Residential (RM-8, RM-12, CU-RM-8, CU-RM-12)	91.29 (8.9)
Office	0.0 (0.0)
Commercial (LB, SC, CU-LB)	16.66 (1.6)
Industrial (LI, HI)	15.54 (1.5)
Public and Institutional (PI)	26.18 (2.55)
Planned Unit Development	0.0 (0.0)
TOTAL	1024.88 (46.1% of the Land Corridor)

¹ Of the 1,655 acres (74.5%) in Single Family Residential zoning, nearly two-third is classified as RS-12 (934.9 or 42.1%), RS-40 (302.2 or 13.6%), or RS-9 (204.9 or 9.2%).

² Of the 512 acres (84.03%) in Single Family Residential zoning, just over two-thirds is classified as RS-12 (413.4 or 67.8%).

³ Of the 797.6 acres (77.8%) in Single Family Residential zoning, nearly two-thirds is classified as RS-12 (440.44 or 42.97%) or RS-40 (232.6 or 22.7%).

TABLE 2. APPROVED REZONINGS BY LAND USE CATEGORY: 1985-1996¹**A. BATTLEGROUND AVENUE TO BRAXTON LANE EAST SUB-CORRIDOR**

<u>Land Use</u>	<u>Acreage</u>
Residential	0.0
Office	0.66
Commercial	15.34
TOTAL	16.0 (13.3% of Total Land Corridor Rezonings)

B. BRAXTON LANE EAST TO BELL ORCHARD DRIVE/BAYLOR STREET SUB-CORRIDOR

<u>Land Use</u>	<u>Acreage</u>
Residential	16.15
Office	0.0
Commercial	0.0
TOTAL	16.15 (13.4% of Total Land Corridor Rezonings)

C. BELL ORCHARD DRIVE/BAYLOR STREET TO CHURCH STREET/WIND ROAD SUB-CORRIDOR

<u>Land Use</u>	<u>Acreage</u>
Residential	0.0
Office	0.0
Commercial	31.05
TOTAL	31.05 (25.9% of Total Land Corridor Rezonings)

D. CHURCH STREET/WIND ROAD TO SCOTT ROAD SUB-CORRIDOR

<u>Land Use</u>	<u>Acreage</u>
Residential	41.9
Office	15.67
Commercial	0.0
TOTAL	56.86 (47.4% of Total Land Corridor Rezoning)

E. LAKE JEANETTE REGION TO NORTH OF LAND CORRIDOR

<u>Land Use</u>	<u>Acreage (% of Lake Jeanette Region)</u>
Residential	1295.4 (91.9)
Office	0.0 (0.0)
Commercial	54.31 (3.8)
Institutional	36.05 (2.6)
Planned Unit Develop.	24.1 (1.7)
TOTAL	1409.8 (Over 11 times the rezoned acreage in the Pisgah Church Road/Lees Chapel Road land corridor)

¹ A small number of properties experienced multiple rezonings over time.

**TABLE 3. HISTORY OF REZONING ACTIVITY IN THE
PISGAH CHURCH ROAD/LEES CHAPEL ROAD CORRIDOR: 1985-1996**

A. BATTLEGROUND AVENUE TO BRAXTON LANE EAST SUB-CORRIDOR

Approved:

1. W side of Battleground Avenue between Sourwood Road and Edney Ridge Road
Institutional 100 to Conditional Use-Commercial N
Lowe's Shopping Center (14.2 acres) (December 21, 1987)
2. S side of Coliseum Street between Trull Avenue and Lawndale Drive
 - a. Residential 90S to Conditional Use-Commercial N
Auto Parts Store (0.48 acres) (October 12, 1989)
 - b. Conditional Use-General Business to General Office-Moderate Intensity
General Office (0.48 acres) (September 29, 1994)
3. NW intersection of Lawndale Drive and Coliseum Street
 - a. Residential 120S to Conditional Use-Commercial N
Beauty Salon (0.66 acres) (June 28, 1990)
 - b. Conditional Use-General Office Moderate Intensity
Medical Offices (0.66 acres) (December 5, 1994)

Denied:

1. S side of Sourwood Road W of Battleground Avenue
Residential 120S to Conditional Use-Commercial N
Printing, Publication, and Reproduction Business and/or offices
(Reason for denial: Nonresidential intrusion and minor thoroughfare)
(1.02 acres) (December 18, 1989)
2. S side of Pisgah Church Road between Battleground Avenue and Isaac's Place
RS-9 Residential Single-Family and General Business to Conditional Use-General Business
Branch Bank
(Reason for denial: Traffic congestion) (1.70 acres) (March 14, 1994)

Withdrawn:

1. NE side of Battleground Avenue between Taliaferro Road and Sourwood Road
General Business and Public and Institutional to Light Industry
Communications Tower
(Reason for withdrawal: Incompatible Use) (0.52 acres) (December 19, 1994)

B. BRAXTON LANE EAST TO BELL ORCHARD DRIVE/BAYLOR STREET SUB-CORRIDOR

Approved:

1. E side of Kings Road, N of Princess Road and S of Baylor Street
Residential 120S to Conditional Use-Residential 120
Bellwood Village Development (1.54 acres) (March 11, 1985)
2. N side of Pisgah Church Road and W side of Baylor Street
Residential 120S, Conditional Use-Institutional 100, and
Conditional Use-Residential 120 to Conditional Use Residential 120
Bellwood Village Development (17 units) (2.73 acres) (June 26, 1986)
3. S side of Pisgah Church Road between Primrose Avenue and The Kings Road
Conditional Use-Residential 120
Residential Development (53 units) (10.8 acres) (January 7, 1988)
4. SW intersection of Primrose Avenue and McAllister Place
Conditional Use-Residential 120
Residential Development (3 units) (1.08 acres) (October 7, 1991)

Denied:

1. N side of Pisgah Church Road between Stone Court and Pisgah Place
 - a. Residential 120S to Conditional Use-Residential 120
28 Townhouses or Condominiums
(Reason for Denial: Unusually Shaped Lot and uncertain future
of Willoughby Boulevard Extension) (4.38 acres) (August 19, 1985)
 - b. Residential 120S to Conditional Use-Residential 90
28 Townhouses or Condominiums
(Reason for Denial: Incompatible Land Use) (4.38 acres) (October 14, 1985)
2. W side of Pisgah Church Road, N of Pisgah Place
Residential 120S to Conditional Use-Residential 120
12 unit multi-family residential annex to Regency Apartments
(Reason for Denial: Small lot size and density
encroachment) (1.13 acres) (January 12, 1987)

C. BELL ORCHARD DRIVE/BAYLOR STREET TO CHURCH STREET/WIND ROAD SUB-CORRIDOR

Approved:

1. SW intersection of Church Street and Pisgah Church Road
Conditional Use-Commercial N to Commercial N
Gas Station/Convenience Store (5.25 acres) (January 7, 1985)
2. S side of Pisgah Church Road between Bell Orchard Drive and Scott Roadsdaled Road
 - a. Residential 90S to Conditional Use-Commercial N
Retail Shopping Center and out-parcel (7.1 acres) (January 3, 1989)
 - b. Residential 90S and Conditional Use-Commercial N
to Conditional Use-Commercial N
Retail Shopping Center and out-parcel with increased acreage to east
(11.59 acres) (April 26, 1990)
3. NE and NW intersection of Pisgah Church Road and North Elm Street
 - a. Residential 120S, Residential 90, and
Conditional Use-Residential 120 to Conditional Use-
Commercial N
Branch bank at NW corner lot and commercial (6.11 acres) (June 30, 1992)
 - b. Conditional Use-Limited Business to Conditional Use-General Business
Macdonalds (1.0 acres) (October 1, 1992)

Denied:

1. S side of Pisgah Church Road between Bell Orchard Drive and Scott Roadsdaled Road
 - a. Residential 90S to Residential 90
Housing Units
(Reason for Denial: Uncertainty of Elm Street Extension) (4.0 acres) (April 21, 1987)
 - b. Residential 90S to Conditional Use-Residential 90
Maximum of 43 housing units
(Reason for Denial: Uncertainty of Elm Street Extension) (4.38 acres) (August 17, 1987)
2. N side of Pisgah Church Road between Baylor Street and Bell Orchard Drive
RS-9 Residential Single Family and Conditional Use-RM-12 to
Conditional Use-General Business

Garden Center

(Reason for Denial: Alternative commercial land available nearby and need to prevent strip development). (1.76 acres) (January 19, 1993)

3. S side of Pisgah Church Road between Scott Roadside Road and Church Street
 RS-9 Residential Single Family and Conditional Use-General Office-Moderate Intensity to
 Conditional Use-General Business
Potentially self-storage mini-warehouses
 (Reason for Denial: Prevent strip development) (12.0 acres) (January 17, 1995)

D. CHURCH STREET/WIND ROAD TO SCOTT ROAD SUB-CORRIDOR**Approved:**

1. S side of Lees Chapel Road between Glenside Drive and Byers Road
 - a. Conditional Use-Residential 120 (10.6 acres) (March 26, 1987)
53 townhouses, condominiums or patio houses
 - b. Conditional Use-Residential 120
50 public housing units (Laurel Lee Terrace) (10.6 acres) (February 5, 1990)
2. E of Church Street, S of Wind Road, and NW of Matt Place (2 separate lots)
 - a. Conditional Use-Residential 120 to Residential 120S
Single-Family homes (1.8 acres) (May 30, 1991)
 - b. Residential 120S to Conditional Use-Residential 120
Open Space and Passive Recreation (1.8 acres) (May 30, 1991)
3. S side of Lees Chapel Road between Coltrain Road and Duke Power Company Right-Of-Way
 Residential 120S to Conditional Use-Residential 120
46 one-bedroom elderly apartment units (4.99 acres) (January 30, 1992)
4. N side of Lees Chapel Road between Yanceyville Road and Glenside Drive
 - a. RS-40 to CU-GO-M (County Portion)
Group Home (12 acres) (July 12, 1995)
 - b. RS-12 Residential Single Family to Conditional Use-General Office-Moderate Intensity
 (City Portion)
Group Home (3.67 acres) (February 12, 1996)
5. S side of Lees Chapel Road between Yanceyville Street and Duke Power Company
 Right-Of-Way
 RS-12 Residential Single Family to RM-8 Residential Multifamily
Multifamily units of 8 units per acre or less (22 acres) (December 7, 1995)

Denied:

1. E of Yanceyville Street, S of Dodson Street, and W of Morgan Smith Road
Residential 120S to Conditional Use-Residential 120
Townhome Units with a maximum of 8 units per acre
(Reason for Denial: Awkward Shaped Lots) (33.75 acres) (October 14, 1985)
 2. E side of Southern Webbing Mill Road between Foust Road and Yarborough Drive
Residential 120S to Residential 90S
Increased density single-family development
(Reason for Denial: Negative Neighborhood Reaction) (18.65 acres) (April 17, 1989)
 3. N side of Leo Drive, E of Mizell Road, and W of Kenion Street and Yanceyville Street
Residential 120S to Conditional Use-Residential 120
Maximum of 200 units with minimum of 15 single-family lots and controlled access
(Reason for Denial: Substantial neighborhood opposition) (6.68 acres) (September 17, 1990)
-

E. KEY REZONINGS IN THE LAKE JEANETTE REGION**Approved:**

1. N of Pisgah Church Road, W of Church Street, S of Air Harbor Road, E and W of Bass Chapel Road
Multiple Rezonings to Residential 120S, Conditional Use-Commercial N, and Conditional Use-Institutional
Lake Jeanette Village project with a maximum of 1320 units (1052.2 acres) (Nov. 30, 1990)
2. W side of Church Street between Lake Jeanette Road and Eva Lane
Residential 120S and RA-40 to Conditional Use-Residential 120
Planned Residential Development of 16 units maximum (4.64 acres) (Nov. 30, 1990)
3. N side of Lake Jeanette Road between Church Street and Shoreham Road
RA-40 to Residential 120S
Residential Development (3.96 acres) (December 31, 1991)
4. W side of Church Street between Arcaro Drive and Eva Lane
RS-40, Residential 120S to RS-9, Residential Single-Family
Residential Development in \$140,000 range (4.23 acres) (September 30, 1992)

5. W side of Yanceyville Road from Lorraine Road to Gilchrist Road (County Rezoning)
SC, RM-8, and RS-12 to SC, RM-8, and RS-12
**Shopping Center, Multi-Family Units at 8 units per acre or less and
Single-Family Units** (198.4 acres) (August 17, 1994)
6. NE intersection of North Elm Street and Bass Chapel Road
 - a. Multiple Rezoning to RS-12 Residential Single-Family, Conditional Use-
RM-5 Residential
Multi-Family, and Conditional Use-Limited Business
**Single and Multi-Family Residential Development. Business Rezoning
Denied due to proposed 34 acre Lake Jeanette
Commercial area** (135.1 acres) (January 31, 1995)
 - b. Conditional Use-RM-5-Residential Multi-Family and
RS-12 Residential Single-Family to Conditional Use-Planned Unit Development
Mixed Use Development (24.1 acres) (April 27, 1995)

Withdrawn:

1. NW intersection of Lake Jeanette Road and N Church Street
Residential 120S to Conditional Use-Commercial N
Shopping Center
(Reason for Withdrawal: Predominantly Residential
Area) (14.4 acres) (August 18, 1986)
-

**TABLE 4. ESTIMATED NEW HOUSING MARKET ACTIVITY¹ IN THE
PISGAH CHURCH ROAD/LEES CHAPEL ROAD CORRIDOR AND
SURROUNDINGS: 1985-1995**

A. PISGAH CHURCH ROAD/LEES CHAPEL ROAD LAND CORRIDOR

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	196	104	103	403
Multi-Family Units	714	0	0	714
Total	910	104	103	1117

B. BATTLEGROUND AVENUE TO BRAXTON LANE EAST SUB-CORRIDOR

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	1	1	0	2
Multi-Family Units	0	0	0	0
Total	1	1	0	2

C. BRAXTON LANE EAST TO BELL ORCHARD DRIVE/BAYLOR STREET SUB-CORRIDOR

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	164	89	47	300
Multi-Family Units	127	0	0	127
Total	291	89	47	427

D. BELL ORCHARD DRIVE/BAYLOR STREET TO CHURCH STREET/WIND ROAD SUB-CORRIDOR

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	3	0	0	3
Multi-Family Units	0	0	0	0
Total	3	0	0	3

E. CHURCH STREET/WIND ROAD TO SCOTT ROAD SUB-CORRIDOR

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	28	14	56	98
Multi-Family Units	587	0	0	587
Total	615	14	56	685

F. KEY NEW HOUSING MARKETS ADJACENT TO THE PISGAH CHURCH ROAD/LEES CHAPEL ROAD LAND CORRIDOR**1. Lawndale Drive/Lake Jeanette Road/Bass Chapel Road/Kello Drive**

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	126	35	185 (79) ²	346
Multi-Family Units	38	0	0 (34)	38
Total	164	35	185 (113)	384

2. Peach Orchard Drive Subdivision

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	29	26	11	66
Multi-Family Units	0	0	0	0
Total	29	26	11	66

3. Cone Boulevard/Willoughby Boulevard/Church Street

Residential Type	1985-1989	1990-1992	1993-1995	Total
Single-Family Units	33	45	37	115
Multi-Family Units	327	28	19	374
Total	360	73	56	489

Source: City Planning Department, City of Greensboro, 1995.

¹ New Housing Units that have been issued 'Ready For Occupancy' permits through approved inspections.

²New Housing Units in parentheses are located in the Eastern Shores area of the Villages of Lake Jeanette development to the immediate west of the Peach Orchard Drive residential development.

**TABLE 5. DEVELOPMENT ACTIVITY AT THE CORNWALLIS DEVELOPMENT CO.
VILLAGES AT LAKE JEANETTE PROJECT THROUGH 1995**

Lake Jeanette Neighborhoods	Number of Lots Developed	Number of Homes Under Construction	Number of Homes Finished	Number of Homes Under Contract	Price Range (\$000's)
<u>A. EASTERN SHORES</u>					
Turnstone Village	51	5	33	2	170-220
Kinglet Commons	30	4	11	4	220-350
Cape May	51	2	34	2	> 225
Total	132	11	78	8	-
<u>B. THE POINT</u>					
Indigo	21	8	0	12	138-200
Checkerberry Square	29	6	0	2	220-290
Laurel Cove	21	4	0	10	440-1m
Total	71	18	0	24	
<u>C. WESTERN SHORES</u>					
Southern Shores	218	17	17	7	> 170
Northern Shores	TBA in 1997				
<u>D. TOTAL</u>					
	421	46	95	39	-

Source: Cornwallis Development Co. Lake Jeanette Homeowners Association Newsletter 1995
Life at the Lake 2(6):3.

TABLE 6. AVERAGE DAILY TRAFFIC FLOW BY MAJOR STREET IN THE PISGAH CHURCH STREET ROAD/LEES CHAPEL ROAD CORRIDOR: 1985-1995¹

A. PISGAH CHURCH ROAD BY MAJOR ROAD SEGMENT

	1985	1987	1989	1991	1993	1995
1. Battleground Avenue-Lawndale Drive	12100	14400	15000	13600	15300	16700
2. East of Lawndale Drive	12800	17200	17400	16800	18400	25400
3. Willoughby Boulevard	12800	13400	12700	15000	16900	17200
4. Willoughby Boulevard-Elm Street	6900	8500	8300	10000	13500	17100
5. Elm Street-Church Street	7300	6600	7800	9300	13000	15800

B. LEES CHAPEL ROAD BY MAJOR ROAD SEGMENT

	1985	1987	1989	1991	1993	1995
1. East of Church Street	5400	4900	7100	8500	9500	11600
2. West of Yanceyville Street	4400	5100	6800	8300	8400	10500
3. East of Yanceyville St	3700	4100	5000	5700	6000	7600

C. MAJOR ARTERIALS INTERSECTING PISGAH CHURCH ROAD/LEES CHAPEL ROAD

	1985	1987	1989	1991	1993	1995
1. a. Battleground Avenue N	33000	35200	37100	42000	40800	48700
b. Battleground Avenue S	35300	37400	41400	41200	43300	47500
2. a. Lawndale Drive N	16200	19700	19800	16200	16400	23400
b. Lawndale Drive S	15800	19300	17600	16000	17000	24400
3. Willoughby Boulevard S	3500	6000	5300	6100	5600	6000
4. a. Elm Street N ²	-	-	-	-	3800	8100
b. Elm Street S ²	-	-	-	-	5400	10300
5. a. Church Street N	7100	6200	7200	8900	8100	10100
b. Church Street S	9200	7700	8400	9700	9800	11000
6. a. Yanceyville Street N	2600	2700	3000	3600	3700	3700
b. Yanceyville Street S	3300	4000	4900	6400	5900	5900

¹ Traffic flow data includes journey-to-work trips and non-work related trips. Flow data is based on traffic counts conducted at street intersections from 7am-6pm Monday through Thursday.

² The Pisgah Church Road/Elm Street intersection did not exist until 1993.

TABLE 7. NORTHERN LEG OF THE URBAN LOOP¹: FORECASTED AVERAGE DAILY TRAFFIC FLOWS BY INTERSECTION IN 2015²

A. URBAN LOOP BY MAJOR BELTWAY SEGMENT

1.	Lawndale Drive - Elm Street	42,500
2.	Elm Street - Yanceyville Street	34,900
3.	Yanceyville Street - Summit Avenue	27,200

B. MAJOR ARTERIALS INTERSECTING URBAN LOOP *WITH* ON/OFF RAMPS

1.	a. Lawndale Drive N	22,300
	b. Lawndale Drive S	24,600
2.	a. Elm Street N	7,200
	b. Elm Street S	16,800
3.	a. Yanceyville Street N	5,900
	b. Yanceyville Street S	14,400

C. MAJOR ARTERIALS INTERSECTING URBAN LOOP *WITHOUT* ON/OFF RAMPS

1.	Lake Jeanette Road	6,500
2.	Church Street	9,000
3.	Lees Chapel Road	16,000

¹ The Greensboro Urban Loop is more commonly known as 'Painter Boulevard'.

² Source of 2015 estimates: North Carolina Department of Transportation, 1995.

**TABLE 8. TOP TEN MOST DANGEROUS INTERSECTIONS IN THE
PISGAH CHURCH ROAD/LEES CHAPEL ROAD CORRIDOR: 1992-1995¹**

	Total Number of Accidents	Total Damages (\$)	Total Number of Vehicles	Total # of Injuries
1. Pisgah Church Road-Battleground Avenue	84	192,000	175	38
2. Pisgah Church Road-Lawndale Drive	82	235,000	186	63
3. Pisgah Church Road-Church Street	47	156,000	101	49
4. Lees Chapel Road-Yanceyville Street	32	75,585	56	27
5. Pisgah Church Road-Martinsville	24	93,000	51	9
6. Pisgah Church Road-Elm Street	20	96,000	40	26
7. Lawndale Drive -Martinsville ²	12	18,880	27	5
8. Pisgah Church Road-Willoughby Boulevard	9	31,790	13	9
9. Pisgah Church Road-Isaacs Place ³	9	27,775	19	5
10. Lees Chapel Road-Brightwood School Road	8	45,925	12	8

**HIGH CONGESTION INTERSECTIONS PROXIMATE TO THE
PISGAH CHURCH ROAD/LEES CHAPEL ROAD CORRIDOR⁴**

	Total Number of Accidents	Total Damages (\$)	Total Number of Vehicles	Total # of Injuries
1. Cone Boulevard-Elm Street (1.34) ⁴	56	182,711	162	50
2. Battleground Avenue- New Garden Road (1.27) ⁴	62	203,439	134	46
3. Cone Boulevard-Church Street (1.01) ⁴	68	139,698	137	50
4. Battleground Avenue- Westridge Road (0.98) ⁴	161	580,275	355	141

¹ Traffic intersections were ranked based on the total number of accidents. Data source is the *General Accident Report*, Greensboro Department of Transportation 1/1/92-12/21/95.

² Figures used were for the period 1/1/93-1/1/96.

³ Figures used were for the period 1/1/93-12/28/95.

⁴ The Greensboro Department of Transportation defines a high congested location as any intersection where the Volume/Capacity Ratio is greater than 0.90. The V/C ratio is listed for each intersection.

**TABLE 9. RETAIL-OFFICE-INDUSTRIAL CENTERS
IN THE PISGAH CHURCH ROAD/LEES CHAPEL ROAD CORRIDOR, 1994**

A. RETAIL CENTERS¹

1. Pisgah Church Road/Battleground Avenue

a. Battleground Avenue Village/Lowe's

Gross Leasable Area: 174,571 sq. ft.	Vacancy Rate: 6.1%	Stores: 16
Anchors: Harris Teeter and Lowe's		Owner: Brown Investment and Lowe's

2. Pisgah Church Road/Lawndale Drive

a. The Marketplace

Gross Leasable Area: 25,000 sq ft.	Vacancy Rate: 0.0%	Stores: 5
Anchors: Fresh Market, Pie Works, Country Park Pharmacy		Owner: McNairy

b. Lawndale Drive North

Gross Leasable Area: 42,097 sq ft.	Vacancy Rate: 4.0%	Stores: 10
Anchors: Food Lion, Revco, Hardees (free standing)		Owner: Koury Corp.

3. Lees Chapel Road/Church Street

a. Church Street Crossing

Gross Leasable Area: 68,000 sq ft.	Vacancy Rate: 3.0%	Stores: 10
Anchors: Food Lion, Revco		Owner: DMI

B. OFFICE CENTERS

1. Pisgah Church Road/Lawndale Drive

a. Brook Hollow (Class A)²

Floorspace: 86,500 sq ft.	Vacancy Rate: 2.4%
No. of Floors: 5	Ownership: Multi-Tenant Lease
Built: 1985	Lease Rate: \$16-17.50 per sq ft.
Major Tenants: Vanguard Cellular, Talbots	Owner: Koury Corp.
Wheat First Securities	

b. Shelby Mutual Insurance (Class B)³

Floorspace: 63,500 sq ft.	Vacancy Rate: 0.0%
No. of Floors: 4	Ownership: Multi-Tenant Lease
Built: 1982	Lease Rate: \$14-14.50 per sq ft.
Major Tenants: Shelby Mutual Insurance	Owner: Koury Corp.
Dun and Bradstreet	

c. Lawndale Drive North (Class B)

Floorspace: 26,144 sq ft.	Vacancy Rate: 20.3%
No. of Floors: 1-2	Ownership: Multi-Tenant Lease
Built: 1985	Lease Rate: \$12.50 per sq ft.
Major Tenants: Small Business Park	Owner: Steven D. Bell and Co.

C. INDUSTRIAL CENTERS

1. Southern Webbing Mill Road

a. Southern Webbing Mill Roads Inc.

Floorspace: 121,335 sq ft.

No. of Floors: 2

Built: 1927

Major Tenant: Southern Webbing Mill

Vacancy Rate: 0.0%

Ownership: Single Owner-Occupied

Rebuilt: 1960

Building Use: Manufacturing

Source: Greensboro Area Chamber of Commerce, 1994 Retail Space Survey
 Guilford County 1994 Commercial Space Survey: Office Markets
 Guilford County 1994 Commercial Space Survey: Industrial Markets

¹ Only includes retail centers with 20,000 square feet of Gross Leasable Area and up.

² Class A office space is defined as the most prestigious buildings competing for premiere office users with above average rents for the area. At least two stories in height, these buildings have high quality finishes, state of the art systems and a definite market presence.

³ Class B office space is defined as buildings that compete for a wide range of users with rents in the average range for the area. Building finishes are fair to good for the area, and systems are adequate, but the buildings can no longer compete with Class A at the same price.

**TABLE 10. SPATIAL DISTRIBUTION OF REPORTED POLICE-RELATED OFFENSES¹
IN THE PISGAH CHURCH ROAD/LEES CHAPEL ROAD CORRIDOR: 1990-1995**

A. POLICE RESPONSE ZONES NORTH OF PISGAH CHURCH ROAD/LEES CHAPEL ROAD

Neighborhood ²	1990	1991	1992	1993	1994	1995	Total ³	(%)
1. Country Park (168) ⁴	2	109	105	87	127	97	617	(6.8)
2. Country Park Acres (223)	176	210	163	138	181	176	1044	(11.5)
3. Three Meadows and Natchez Trace (222)	57	63	54	47	60	113	394	(4.4)
4. Bellwood Village (224)	25	40	35	29	40	40	209	(2.3)
5. The Orchard (228)	50	41	35	41	69	63	299	(3.3)
Total	400	463	392	342	477	489	2563	(28.4)

B. POLICE RESPONSE ZONES SOUTH OF PISGAH CHURCH ROAD/LEES CHAPEL ROAD

Neighborhood	1990	1991	1992	1993	1994	1995	Total	(%)
1. Dellwood Park (169)	34	58	36	34	42	44	248	(2.7)
2. Lawndale Drive Homes and New Irving Park (171)	228	360	202	189	217	290	1486	(16.4)
3. Spicewood (172)	337	438	399	424	367	370	2335	(25.8)
4. Mizell Road Area (205)	161	199	220	181	194	212	1167	(12.9)
5. Glenside Drive Area (206)	65	89	97	92	109	111	563	(6.2)
6. Summit Hills (208)	82	153	115	110	123	91	674	(7.4)
Total	907	1297	1069	1030	1052	1118	6473	(71.6)

C. TOTAL

Sum of Police Response Zones	1307	1760	1461	1372	1529	1607	9036	(100.0)
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Source: Crime Analysis Section, City of Greensboro Police Department, 1995.

¹ Police-Related Offenses include: Against Family, Arson, Assault, Auto Theft, Burglary, Drug-Related, Embezzlement, Forgery, Fraud, Gambling, Homicide, Larceny, Rape, Robbery, Sex-Related, Suicide, Traffic, Vandalism, Weapon, Miscellaneous, and Other.

² Neighborhoods are defined by Police Response Zone boundaries. It does not include neighborhoods adjacent to North Elm Street Extension or areas north of Lees Chapel Road and west of Yanceyville Street.

³ Total Reported Offenses by Police Response Zone for 1990 through November 1995. Percent figures represent the market share of Reported Offenses by Police Response Zone.

⁴ Official Police Response Zone Identification Number.